# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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10 DECEMBER 1962—40c a copy / \$8 a year

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WHO CAN CUT COMMERCIAL NOISE? p. 29

Alberto-Culver head talks tv strategy p. 35

PEACE ON EARTH

EDWARD PETRY & CO., INC.

Linnedy



The Richard Elliotts, "typical WXLW family," trim their Christmas tree.

### ... OFFERS A GIFT WRAPPED PACKAGE FOR ASSURED GREATER SALES SUCCESS-AN ABOVE AVERAGE "PROFILED" ADULT LISTENING AUDIENCE!

Here's one-third of the booming Indiana market all tied up with a big red ribbon to brighten your sales picture at Christmas . . . and throughout the year! Creative research\* reveals our "typical listening family" as civic and community minded citizens who are building and planning for the future! Whether it's decorating the Christmas tree . . . or taking part in family hobbies and activities . . . as family groups our listeners enjoy doing things together!

This above average adult listening audience... of which 94% own homes... is a year 'round gift wrapped package of sales success with your client's name on it... when you buy WXLW in Indianapolis!



5000 Watts

950 Kilocycles

Indianapolis, Indiana



\*Ask your Robert East/man for "the typical WXLW family" profile!



### DOMIT MISS MICHIGAN

Cop a tip irom pretty, blue-coated Carol Jean Van Valin (Miss Michigan '62) and get going in the right direction!

A glance at either ARB OR Nieisen iigures prove that you will miss Michigan without WJIM-TV...dominant for over 12 years in that rich industrial outstate area made up oi LANSING - FLINT - JACKSON and 20 populous cities... 3,000,000 potential customers...734,700 TV homes (ARB June '62) ... served exclusively by WJIM-TV.

Ask your Biair TV man



WJIM - TV Strategically located to exclusively serve LANSING. FLINT. JACKSON Covering the nation's 37th market, Represented by Blair TV. WJIM Radio by MASLA

#### Why KBAK-TV bought volumes 3,4, and 5 of Seven Arts' "Films of the 50's



#### Says John E. Barrett:

Executive Vice President and General Manager KBAK-TV, Bakersfield, California

"Operating a UHF television station in a market with a VHF television station is an interesting, exciting chartenging and sometimes nerve racking experience. Since our station was purchased, by Reeves Broadcasting & Development Corp., we have built complete new facilities in the center of town and have established our transmitter and tower atop Mt. Breckenridge giving us the highest tower in the West.

We felt that our Friday night movie at 9:30 PM should be the very best available. After careful consideration, we purchased Volumes 3, 4 and 5 of Seven Arts' "Films of the 50's" and

### within 48 hours we had our Friday night movie sold

to two fine sponsors. Leo Meek Automobiles, and All Cool Aluminum.

KBAK-TV went to great effort and expense to provide an opening and closing to the movies which would complement this fine group of films.

We feel it is an accomplishment for a UHF station to be able to purchase these movies and to sell them at a profit, both to the advertiser and to the station."



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS LID

NEW YORK; 270 Park Avenue YUkon 6-1717

CHICAGO, 8922-D N. La Crosse (P.D. Box 613), Skokie, III

ORchard 4-5105

DALLAS: 5641 Charleston Drive ADams 9-2855

LOS ANGELES: 3562 Royal Woods Drive, Sherman Daks, Calif
STate 8-8276

TORONTO, ONTARIO. 11 Adelaide St. West. EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover \$RD\$ (Spot TV Rates and Data) Individual feature prices upon request.

### -SPONSOR

10 DECEMBER 1962

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GOVERNOR, PLEASE CALM DOWN: AN EDITORIAL / SPONSOR takes a firm stand in the LeRoy Collins controversy on tobacco ads. P. 33

ALBERTO-CULVER'S TV SUCCESS FORMULA / A-C president Leonard Lavin traces VO5 Shampoo climb.

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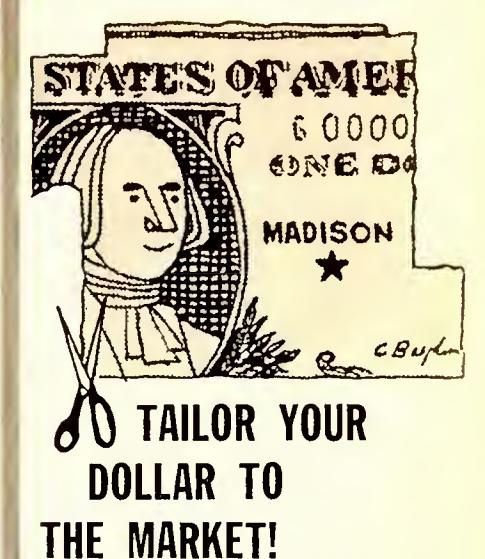
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SPONSOR ® Combined with TV ®. U.S. Radio ®. 1'.S.FM ©. Executive, Editorial, Circulation, Advertising Offices: 555 Fifth Ave., New York 17, 212 MUrray Hill 7-8080, Midwest Office: 612 N Michigan Ave., Chicago 11, 312-661 1166. Southern Office: 3617 Eighth Ave. So., Birmingham 1, 205-322-6528, Western Office: 601 California Ave., San Francisco 8, 415 YU 1-8913, Los Angeles phone 213-464-8089, Printing Office: 311 Eim Ave., Baithmore 11, Md. Subscriptions U.S. \$8 a year. Canada \$9 a year. Other countries \$11 a year. Single copies 49c Printed 1'S.A. Published weekly. Second class postage paid at Baitimore, Md. © 1962 SPONSOR Publications the

When you buy Wisconsin's 2nd Retail Trade Zone . . .



You can get a lot more penetration for considerably fewer dollars in the Madison/South Central Wisconsin market—if you direct your coverage to the actual 8-county market. And not to "added" counties where you're already covered.

Buy WKOW-TV to make sure that you're paying solely for audience within this actual market. WKOW-TV brings your commercial into 90 per cent of tv homes, bright and clear and unduplicated. You display your product more frequently, more efficiently.

Ask your Young TV rep to prove this to you!



MADISON, WISCONSIN



Tony Moe,

Exec. Vice-Pres. &
Gen. Mgr.

Larry Bentson, Pres.
Joe Floyd, Vice-Pres.

Ben Hovel, Gen. Soles Mgr.

Represented by YOUNG TV

MIDCO

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Mpls.-St. Paul • KSO Des Moines

### ~555/FIFTH

Letters to the Editor

#### EDITORIAL ON WILLIS' SPEECH

Thanks from all of us for taking off on Mr. Paul S. Willis and his talk before the TvB. Your editorial in the 26 November sponsor is excellent. The all-food issues of *Life* and some of the other publications bear complete testimony to the fact that the GMA is out to grab every piece of space and time it can get its hands on for strictly p.r. purposes.

Thanks from all of us for alerting the broadcast media. We and our station associates will certainly keep our dukes up.

The sponsor editorial is most provocative and worthwhile.
ROBERT L. HUTTON, JR., vice president, Edward

#### TESTING TV COMMERCIALS

Petry & Co., New York.

We thoroughly enjoyed your very excellent study on television commercials testing (19 November), because of the meaningful way in which you presented this controversial subject.

So few articles of this nature cover a subject in as broad a fashion as yours did. It gave the reader an understanding of the scope of this subject by being so generous with its content. We feel it is this kind of meaty, yet lucid, writing which makes people look to

sponsor as a means of keeping abreast of developments in this fast changing business.

EDWARD E. KATZ, The Film-Makers, Chicago.

#### L.A.'S AD WORLD

I just finished reading your interesting article "Los Angeles: what the advertising world is like in this No. 4 ad city" (19 November). I'm sure most of the story is very accurate, but you must have used a very broad definition of "advertising agencies" to include as many as 600. I doubt if there are more than half that many full-fledged agencies. You must have been counting calendar sellers, ashtray printers, manufacturers of P.O.P. display units and a good many others. And to say that "More than 600 different agencies are concentrated in the Wilshire Boulevard area" . . . whew!

And you went on . . . "most of Los Angeles' 7 tv, 31 radio, 33 fm stations are concentrated along this advertising row." None of the tv stations are in the Wilshire area; they're all in Hollywood and that's hardly Wilshire. SRDS lists 26 radio stations and 25 fm stations. I believe there are only 3 radio stations in the Wilshire area. The three of us also have fm stations, and in addition there are

two independent fin stations that would qualify as "Wilshire area" stations. That's a far cry from what you said.

could be that the future will make your statistics correct, but they aren't quite right just now.

FREDRICK D. CUSTER, station manager, KPOL.

Maybe you were forecasting! It

FREDRICK D. CUSTER, station manager, KPOL, Los Angeles.

#### RADIO'S GAIN IN AUDIENCE

With regard to Harley Samuels' article in Seller's Viewpoint (19 November), I would like to suggest that radio has not actually been losing audience.

In truth, radio has been picking up audience, but like so many people, Mr. Samuels is ignoring the most dynamic part of the entire spectrum: fm.

With some 16 million fm sets now in use and reaching at least 10 million homes a week (according to Y&R's research v.p. Dr. Peter Langhoff), fm has indeed taken on gigantic proportions—as many alert advertisers are discovering.

Mr. Samuels is right: specialized programing can draw audiences. Fm listeners have known it for years!

ROBERT E. RICHER, president, Robert Richer Representatives, New York.

#### SPANISH MARKET

In looking over the 5 November issue of sponsor regarding Spanish language broadcasting, I think it will do, in general, a lot of good.

All of the reps that were quoted in the article were reps who have been in the business a lot less number of years than I have—who originally organized the first group of Spanish-language stations in the country and Texas. Presently, I have under contract more Spanish-language stations than any other rep in the business!

HARLAN G. OAKES, Harlan G. Oakes & Associates, Los Angeles.

#### PUBSERVICE TV PACKAGES

"Pubservice Tv Packages Click Locally" (26 November) is an excellent article. You did a masterful and comprehensive job in reporting what all the stations are doing in this field.

PETER M. AFFE, station manager, WNBC-TV, New York.

#### 4-WEEK CALENDAR

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#### DECEMBER

Academy of Television Arts & Sciences panel discussion: Hollywood Palladium, 19. FCC Chairman Newton N. Minow will participate with other industry leaders in discussion of "What Is Right and What Is Wrong with Television."

Assn. of National Advertisers first creative workshop: Hotel Plaza, New York, 11. Subject: management techniques in using creativity in advertising.

Southern California Broadcasters Assn. 25th anniversary banquel and Christmas party: Beverly Hills Hotel, Beverly Hills, 12. FCC Comr. Robert Bartley will be guest of honor.

Christmas party luncheon: Roosevell Hotel, New York, 18.

National Assn. for Better Radio & Television luncheon honoring FCC chairman Newton N. Minow: Wilshire Country Club, Los Angeles, 19.

American Marketing Assn. annual winter conference: Hilton Hotel, Pittsburgh, 27-29. Theme of the conference is "Marketing in Transition." Information and registration materials may be obtained from the American Marketing Assn., 27 East Monroe St., Chicago 3, Ill.

#### **JANUARY**

NAB-FCC joint conference on am growth problems, 7-8.





## highest commendation the performance of WIS-TV"

unanimous resolution of the South Carolina General Assembly

"We evaluate with highest commendation the performance of WIS-TV, Channel 10, particularly for its alert, fair, and comprehensive news coverage of the affairs of our State government, its initiative in bringing thought-provoking discussion to enlighten our citizens on the problems of our State," says a recent resolution, unanimously adopted by the State legislature. The resolution adds that "there is urgent and compelling public need for the continuation of this praiseworthy performance by WIS-TV and its highly-trained personnel."

Need we add that our constant effort is not only to continue but to improve the performance our legislature has found praiseworthy? This has been our unending task in over 30 years of operating broadcasting facilities in South Carolina.

#### WIS TELEVISION

NBC / Columbia, South Carolina

Charles A. Batson, Managing Director



#### The Broadcasting Company of the South

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.

WIS radio: 560, Columbia, S.C.

WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.



# tolletry to the second Sales per dollar

Whatever your product, Channel 8 moves goods. On WGAL-TV your sales message reaches more families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

# Chamel 8

Lancaster, Pa. • NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

### SPONSOR-WEEK Top of the news in tv/radio advertising 10 December 1962

#### FCC REPORTS 35% DROP IN RADIO PROFITS

Radio income declined 1.2% to \$590.7 million in 1961, but pre-federal tax profits fell 35.9% to \$29.4 million, the FCC reported last week. But the four nationwide networks and their o\cdots' reported a slight profit of \$206,000 -compared to a \$3 million loss in 1960. (For chart of top 50 spot radio markets in 1961 compared to 1960, see p. 14.)

#### RADIO'S LOCAL-SPOT-NETWORK SHARES

For the third straight year, reports the FCC, radio time sales have had the same distribution: network, 6%; national spot, 32%, and local 62%.

#### **TOTAL FM REVENUE HITS \$10 MILLION**

The total revenue of fm reached \$10 million last year, the FCC reported this past week. Independent fm stations' revenue rose \$1.3 million to \$7.1 million, while fm revenues for stations operated by am licensees declined \$700.-000. But expenses rose faster than income and fm's loss for 1961 totalled \$2.6 million, slightly more than \$2.4 million in 1960.

#### NIELSEN REHEARSING NEWSPRINT SEQUEL BEFORE TVB

Nielsen will be giving the TvB's standards and practices committee tomorrow (Tuesday) an advanced peek at the coming expansion of the rating firm's media service to include newspaper audiences as well as ty and magazine audiences. The presentation holds a lot of curiosity for the reps on the committee, to this extent: how newspaper circulation and its demographic breakout can be compared to a schedule of tv spots and their demographic profile. Petry's Martin Nierman is chairman of the TvB Committee.

#### SPOT TV UP 17% IN THIRD QUARTER

Gross time billings for spot tv were \$151.9 million in the third quarter, up 17% over last year, measuring the 299 stations reporting in both quarters. The total dollar amount was up 19%, reports TvB. (For details, see story. p. 42.)

#### TOP TRIBUNAL WEIGHS PRE-TRIAL TV EXPOSURE

The U. S. Supreme Court has agreed to pass on a question involving pretrial exposure of an alleged felon to a tv news camera. The appellant is a young man who was convicted of murder during a bank robbery at Lake Charles, La., and the appeal is based on the claim that the broadcast of his quizzing by the sheriff had been witnessed by three members of the jury.

#### WCPO BECOMES CBS RADIO CINCINNATI AFFILIATE

WCPO will replace WKRC as CBS Radio's Cincinnati affiliate effective 30 December. The network's version for the break: there was a difference of opinion over the station's discretionary way of scheduling CBS programs, with Dimensions a case in point.

### \*\*SPONSOR-WEEK Top of the news in tv/radio advertising (continued)

#### NBC & NIELSEN TALKING ON RADIO RATINGS

NBC Radio and A. C. Nielsen have been talking recently on how to better measure the enormous out-of-home radio audience, reported executive v.p. William K. McDaniel to the radio affiliates meeting last week. The research lag was also of concern to NBC chairman Robert W. Sarnoff. (For story, see p. 32, this issue.)

#### NBC TV, RADIO AFFILIATES ELECT NEW OFFICERS

A. Louis Read of WDSU-TV, New Orleans has been elected chairman of the NBC TV affiliates committee. Otto Brandt of KING-TV, Seattle, and Richard O. Lewis, KTAR-TV, Phoenix, have been elected vice-chairmen, and Marcus Bartlett, WSB-TV, Atlanta, has been elected secretary-treasurer. Lyell Breinser of KFAB, Omaha, last week was elected chairman of the NBC Radio network affiliates executive committee. Thomas Carr of WBAL, Baltimore, was elected secretary.

#### SYMON COWLES NAMED ABC TV 0&0 AD CHIEF

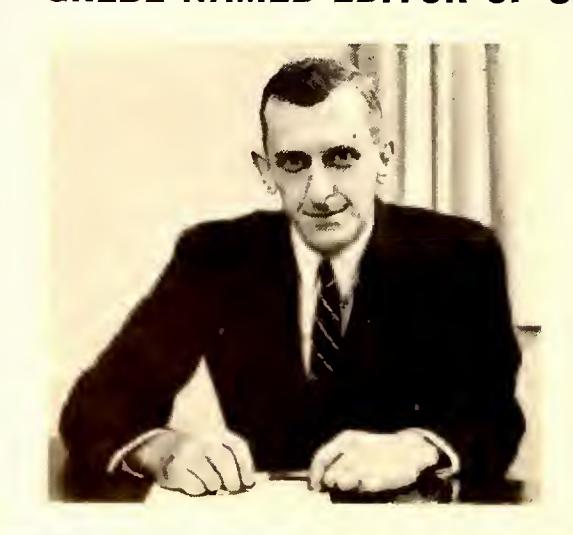
A new advertising and promotion director has been named for the ABC TV olo's. He is Symon B. Cowles, who formerly held a similar post with the Metropolitan tv stations.

#### NBC AFFILIATES HEAR OF PROGRAM CHANGES

A new Art Linkletter show will replace The Price is Right on Monday night, and the latter show replaces Don't Call Me Charlie on Friday, it was announced to NBC TV affiliates meeting in New York last week. Mort Werner also reported that Richard Booneand Clifford Odets would team up in a new full-hour drama series.

SPONSOR-WEEK continues on page 14

#### GREBE NAMED EDITOR OF SPONSOR



Robert M. Grebe succeeds John E. McMillin as editor of sponsor on 1 January 1963, according to an announcement by publisher Norman R. Glenn.

Grebe, since the spring of 1959 director of public relations, personnel, and meetings at the Television Bureau of Advertising, has a broad background in broadcasting and editorial work. Between 1955 and 1959 he was in charge of business news for American Broadcasting Company. His previous connections include the Mutual Broadcasting System, Radio-TV Daily, and the radio desk of United Press International.

McMillin, who has resigned as sponsor editor in order to go into business as an editorial consultant, will continue his Commercial Commentary column regularly in sponsor.

#### How Halle's got the goods on Cleveland



Soft (or hard) goods simply won't hang around when Halle's—Cleveland's famed Department Store—advertises on WHK. Halle V. P. Norman Z. Wechsler says: "Without question, WHK has an audience that responds. They come to see our Fashion Shows.

They buy our merchandise."

Obviously, WHK does quite a job for its advertisers.
Why not follow the example of Cleveland marketers (they're close to the matter, they know who's the leader\*) and advertise on the station that commands fifty percent of the local radio business: WHK RADIO, CLEVELAND

METROPOLITAN BROADCASTING RADIO, REPRESENTED BY METRO BROADCAST SALES JACK THAYER, V. P. AND GENERAL MANAGER, A DIVISION OF METROMEDIA, INC.

### SPONSOR-WEEK in tv/radio advertising

Top of the news (continued)

#### JFK THANKS 10 OF CUBAN "NETWORK"

President Kennedy last week thanked executives of the 10 stations used in place of the Voice of America during the Cuban crisis. The stations are: WSB, Atlanta; WWL, New Orleans; WCKY, Cincinnati; WKWF, Key West; WCKR, WGBS, and WMIE, all Miami; KAAY, Little Rock; WRUL, New York, and KGEI, San Carlos, Calif.

#### **NBC RADIO REPORTS \$2.6 MILLION SALES**

Since 2 November, NBC Radio had done new and renewal business to the extent of \$2,636,000, sales v.p. William Fairbank reported last week.

#### VIDEOTAPE PRODUCTIONS EXPANDS STAFF

Charles Adams, formerly with MGM Telestudios, and Don Kyser, formerly with QXR Network, have joined the sales staff of Videotape Productions. Herb Hobler has been named director of production operations and Dick Rendeley, formerly of H&G, had joined the production staff.

#### TOP 50 SPOT RADIO MARKETS-1961 FCC DATA

Below are national-regional radio time sales for 1961 compared to 1960. (For earlier years, see SPONSOR-WEEK, 13 November 1961, p. 12.)

		1961	1960			1961	1960
	Market	(000's)	(000's)		Market	(000's)	(a'000)
1.	New York	\$24,614	\$26,613	26.	Portland, Ore.	1,476	1,598
2.	Chicago	11,519	12,374	27.	Indianapolis	1,463	1,577
3.	Los Angeles	9,933	9,241	28.	Columbus, O.	1,448	1,649
4.	Philadelphia	6,915	6,924	29.	Albany, N. Y.	1,369	1,396
5.	Detroit	6,188	6,770	30.	San Diego	1,285	1,188
6.	Boston	5,341	5,215	31.	Denver	1,284	1,322
7.	San Francisco	5,296	<b>5</b> ,113	32.	Memphis	1,196	1,218
8.	Cleveland	3,678	3,437	33.	New Orleans	1,186	1,256
9.	St. Louis	3,630	3,744	34.	San Antonio	1,157	1,213
10.	Washington, D. C.	3,158	3,420	35.	Providence	1,129	1,324
11.	Cincinnati	2,892	3,081	36.	Sacramento	1,100	1,122
12.	Pittsburgh	2,632	3,038	37.	Rochester, N. Y.	1,079	1,286
13.	Minneapolis	2,550	2,491	38.	Nashville	1,078	947
14.	Buffalo	2,376	2,505	39.	Omaha	994	1,012
15.	Baltimore	2,273	2,308	40.	Ft. Worth	935	843
16.	Hartford	2,041	1,986	41.	<b>Jacksonville</b>	933	811
17.	Kansas City	2,012	2,090	<b>42.</b>	Tampa	926	927
18.	Houston	1,938	1,948	43.	Syracuse	888	984
19.	Dallas	1,910	1,872	44.	Richmond	869	875
20.	Miami	1,903	1,817	45.	Dayton	859	942
21.	Atlanta	1,855	1,873	46.	Newark	837	
22.	Seattle	1,648	1,742	47.	Charlotte	826	853
23.	Milwaukee	1,568	1,659	48.	Cedar Rapids	805	874
24.	Louisville	1,505	1,538	49.	Birmingham	788	860
25.	Des Moines	1,502	1,493	50.	Oklahoma City	770	798
							= 0

SPONSOR-WEEK continues on page 56

CHECK OUR FACTS,
THEN BUY:



WITH

Indiangoolis

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . . .

- 1. Greatly expanded Indiana reach
- 2. Effective and complete coverage of Indiana's two top TV markets
- 3. Greatly improved overall cost efficiency

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.



CHANNEL 10
TERRE HAUTE,
INDIANA

WTHI-TV

delivers more homes

per average quarter

hour than any
Indiana station\*

(March 1962 ARB)

except indianapolis



#### The Embassy of Peru

His Excellency Señor Don Fernando
Berckemeyer, Ambassador of Peru
to the United States, and Señora
de Berckemeyer, in the Drawing
Room of the Embassy...
another in the WTOP-TV series
on the Washington diplomatic scene



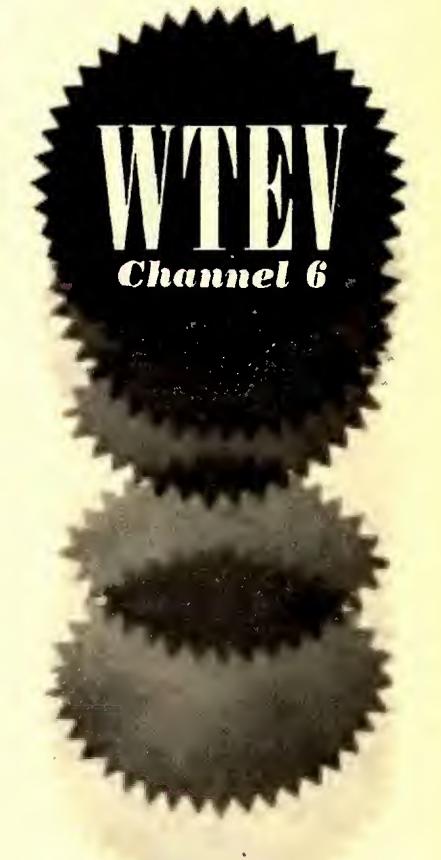
REPRESENTED BY TVAR

POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY





Serving the
Greater Providence
Area beginning
January 1



WTEV, ABC-TV for Providence-New Bedford-Fall River, proudly appoints H-R Television, Inc. as exclusive national representative effective immediately

### SPONSOR-SCOPE

10 DECEMBER 1962 / Copyright 1962

Interpretation and commentary on most significant tv/radio and marketing news of the week

The No. 1 topic of trade palaver in Madison Avenue to circles last week was the nature of the midseason changes applied by the networks to their nighttime schedules and the possible flaws revealed thereby in the networking planning structure.

Key question stemming from talk: could the fact that NBC TV had to resort to a second weekly exposure of feature films and that ABC TV plugged up a prime hour with reruns indicate an absence in the business of programing planning in depth?

The posers of the query noted that they realized that the networks were making a tremendous investment in regularly scheduled programing but what they couldn't understand is how come the networks, in order to keep up quality, do not provide for some spares to draw from in the event of a midseason emergency.

A side inventory of this sort, they pointed out, would seem mandatory if only to protect the flow of short term contracts.

Loads of optimism about spot tv's state of health for the first quarter of 1963 prevails among key reps.

A gauge eited by one of these reps: last week his office submitted availabilities for four times the number of accounts as it did the parallel week of the year before.

Another happy sign: quite a number of the inquiries point to a 7 January schedule start, whereas last year the new year buyers in large measure pencilled in their schedule for late January takeoffs.

Still another factor favoring spot ty: advertisers who haven't fared so well in ratings with the current season's network schedules will from agency indications transfer hunks of their investment to the other side of the medium.

If you take the estimates coming out of the TvB as an indicator of eventual ratios, national-regional spot tv could wind up ahead of network tv in the FCC report on the industry's 1962 revenues.

Should the figures turn out that way it would be the first time that spot has had the edge in at least eight years.

Spot billings, as it is, have been steadily edging up on network in the FCC reports in recent years; that is, the margin has been getting narrower and narrower.

With TvB's indicator as a base, SPONSOR-SCOPE is herewith taking a stab at guestimating what the FCC 1962 time sales report might show for the various sectors of the medium—as compared to 1961:

TOTAL	\$1,300 million	\$1,160 million
Local	220 million	211.2 million
National-Regional spot	515 million	468.5 million
Network	\$535 million	\$480.2 million
SOURCE	1962	1961

(For TvB's estimate of spot tv billings for third quarter see SPONSOR WEEK, page 11.)

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The SRA is getting closer on its annual radio spot estimates: for 1961 it was only 2.3% under the FCC national-regional spot tally of \$137,352,000.

Estimate out of the SRA showed a 4.6% loss on the year, whereas the FCC computation makes the national spot revenue for 1961 an increase of 1.3% over 1960.

For highlights of FCC's radio-fm financial data for 1961 see SPONSOR WEEK, page 11.)

If Y&R is looking for general acceptance of its new plan for availability submission, the agency, it would seem, has quite a selling job to be done on some of the tv reps with heavy stakes in top markets.

SPONSOR-SCOPE garnered this impression last week from a cross check of the key reps. The reps who said they didn't warmly cotton to the idea of turning in their availabilities by rote for feeding into a computer advanced arguments such as these:

- The system suggests preeminence for the cost-per-1000 factor.
- Overlooked is the fact that a single rating doesn't tell the full story of a spot's value and efficient evaluation comes from knowing all the qualitative elements, something for which Y&R's new availability submission form doesn't provide ample room.
- The machine cannot replace the judgment which comes from personal contemplation of various nuances that are not even contained in demographic data.
- A rep can't represent his station with utmost capacity if budgets are kept secret and he is barred from pitching for all, half or less of the schedule.

Sidelight: Y&R communicated its plan by individual letter to reps rather than calling them in for a collective session on advice of counsel. The advice was an outgrowth of the Petke litigation against the agency, which resulted in a \$125,000 settlement.

Lorillard's Old Gold Spin Filter (L&N) would like to get into radio sports on a sizeable scale for 1963.

Reps who've been quizzing their stations on that score report that they're finding very little with which to encourage the brand's pursuit.

With local stations sports ranks as much a premium commodity as it does in tv and a beer or oil account can always be found in line waiting for a sports spot to open up.

The hours of viewing in October, according to Nielsen's count, were off an insignificant three minutes as compared to the like month of 1961.

This time the average viewing per home came to 5 hours; 4 minutes, whereas a year ago it figured 5 hours; 7 minutes. The difference was mostly in the shank of the evening.

Sealtest, through a traveling contacter out of Ayer, is trying to get local rates from radio as well as tv stations.

Radio reps report that Sealtest's success so far has largely depended on the reaction of the higher positioned station in the market. If that level of station holds out firmly enough it's able to get the schedule on a national spot basis.

Sealtest plans to use six to eight flights in either media during 1963 and it has bid for the local rate on this premise: it's entitled to the same price allowed a local or regional dairy on the theory that they are as much a competitor as a national distributor.

Some of the Madison Avenue agencies with extensive buys in nighttime spot carriers are deeply disturbed by the report that CBS TV is giving serious thought to eliminating billboads from all multiple sponsored programs of that type.

The source of that contemplated step: frequent wrangling between agencies and the network's commercial acceptance department over the tendency of copywriters to embellish the billboards with descriptive and other phraseology.

Apparently CBS TV's abolition advocates figure that this problem will be solved if the minute participation buyers have no billboards to argue about.

Say the disturbed agencies: if we can't get the added glamor of these billboards we might as well recommend that these client convert to selective spot.

### SPONSOR-SCOPE Continued

The only two giant spenders that have done conspicuously well by themselves in network to andiences this season are General Foods and Lever Bros.

According to the 11 October Niclsen, as broken out by an interested agency, General Foods came out with an average rating of 24.7 and Lever, a 24.3.

Bristol-Myers, among the drugs-toilctrics, carved out an average of 19.1. In contrast American Home Products and its Whitehall Division fashioned a 15.3 average.

The averages for the other soaps: P&G, 17.9; Colgate, 17.6.

The average of nighttime averages for the period was 16.5, which, incidentally, was a point less than prevailed for the 11 October report in 1961.

Metropolitan Insurance (Y&R) will be going blacktic the day after Christmas with the sponsorship of CBS TV's 90-minute Years of Crisis at a cost of over \$250,000.

The insurance company has an instant news commitment with the network, hut lately there hasn't been enough crisis to go instant about. Hence this one-time shot does two things: (1) absorbs the yearend money left over; (2) creates an air of added prestige and status for the Metropolitan name.

The broadcast will actually be a blacktic event out of the Caspery auditorium and there'll be a simulcast over CBS Radio.

An interesting sidelight on the rating encompassed by the 11 October Nielsen is the relative number of nighttime series contained in the various rating segments by individual network, as evolved by a Madison Avenue agency.

Here's how these segments break out:

NETWORK	20 and above	15 то 20	UNDER 15
ABC TV	20	13	17
CBS TV	10	8	9
NBC TV	2	12	8
TOTAL	32	33	34

The Institute of Life Insurance (JWT) will be ducking in and out of network ty during the balance of the 1962-63 season with sponsorships in specials of a documentary nature which have specific human interest appeal.

In example: The Adopted Child (NBC TV).

NBC TV garnered two-thirds of the \$1.5 million that S. C. Johnson is spending on a special spring campaign, starting around 1 February, with B&B the agency.

The remaining \$500,000 was allocated to ABC TV for a package of day and night minutes. At NBC TV it'll be daytime only.

Because of the order's limited run, NBC TV had to do some tall schedule squeezing. CBS TV couldn't participate: it didn't have the open time.

Price figured prominently in the negotiations.

There's a school of agencymen who think that network to documentaries, especially NBC TV's, would be graced with a higher standard of commercials if the news departments would cooperate with sponsors.

Argue these agencymen: the commercials would be far more compatible in taste with the documentaries if the news departments would let the participants see the contents of the documentaries in ample advance time.

The nuh of their complaint: the news departments lean so far back in their efforts to avoid sponsor influence that they make it almost impossible for the agency to blend in the right sort of commercial.

The attitude is described as highhanded and unreasonable.

NBC TV has found in the L&M brand a frequent enstomer for documentary specials of various kinds.

It's the only cigarette that has adopted that type of programing as a continuing thing for the 1962-63 season.

The premise: it is through such specials that the lightest of viewers are certain to be reached and in a mood that blends in particularly with the L&M copy theme.

A being-dreamt-about move that could rock both CBS TV and General Foods: expanding Ben Casey to 90 minutes and scheduling it 8:30 to 10 the same night.

Implications: (1) ABC TV might take over Monday command from GF's strip of topraters; (2) ABC TV would have strong bait in the three added minutes for package buyers; (3) it would mean much for Ben Casey's revenue in the European feature market.

For those who like to indulge in the philosophical, a lively subject of introspection might be: what is it that distinguishes the eminently successful agency from the others?

An answer that veteran admen often cite: a dynamic personality that serves as rallying point for the organization.

He can be either a good businessman or administrator grounded in the ereative.

What makes such a rallying point imperative is that unlike a manufacturing plant things in the agency field are not highly stratified or permanently organized. The product cannot be specifically defined or labelled.

Therefore there has to be a figure at the top who through either intellectual sweep or driving force invests the agency with a distinctive anna. In other words what it stands for.

When that is gone an agency may go along for a while on past momentum, but the lack of the rallying point will catch up with it.

Has media research shaekled itself to expanding the grooved approaches instead of trying to cut new paths?

Some Madison Avenue thinkers will answer this poser in the affirmative and single out research in tv as a blatant ease in point.

The rush to the computers, they'll tell you, may be defined as merely an attempt to give further sustenance to accepted approaches and harden the grooves.

Those immersed in the computer pother are inclined to talk about assaying for the qualitative but what they're really doing is piling up more quantitative data and not seeking, for instance, to find out how to use tv in special ways.

Nielsen has a diplomatic answer to the query raised in 28 November SPONSOR-SCOPE as to how come Nielsen local reports give higher audience than ARB while in national reporting it's the reverse.

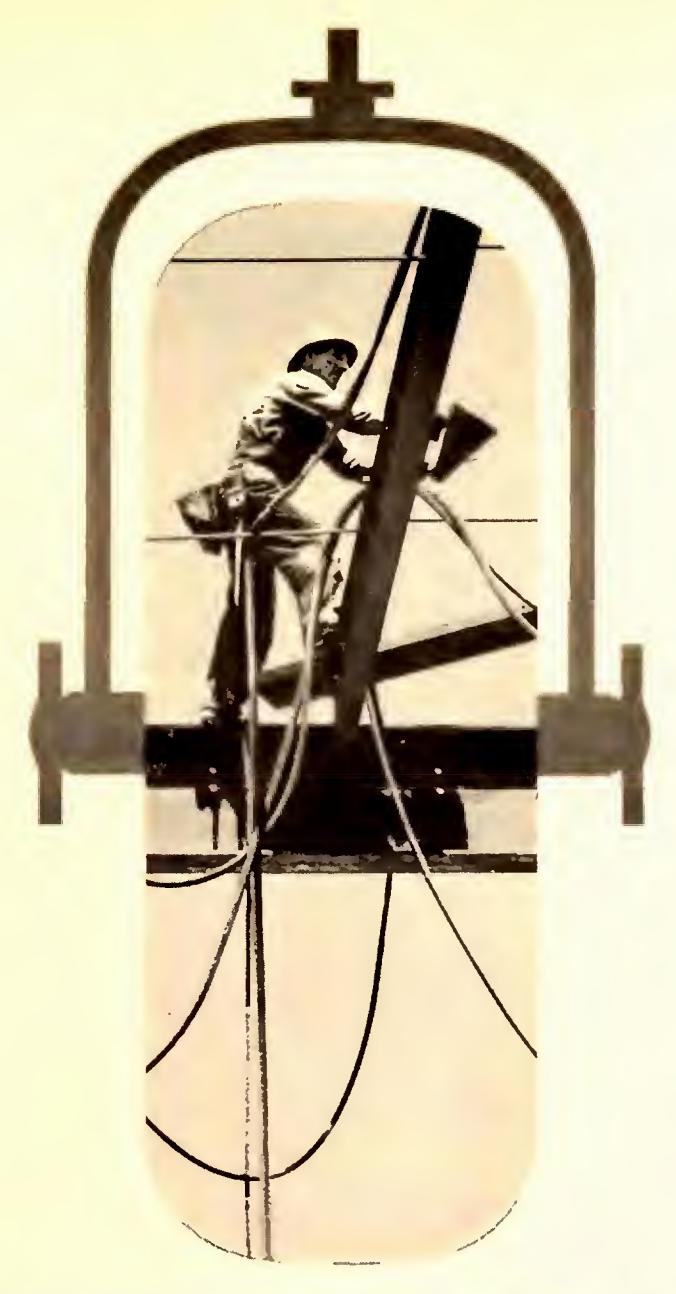
The reply: "Add up a program's NSI andiences and they'll total pretty close to the Nielsen national figure."

Implied translation: at least Nielsen agrees with Nielsen.

Marketing and media people handling farm accounts in the midwest say they find their efforts to develop farm business for tv rather perplexing.

The core of their complaint: station managements and tv reps don't seem to be in command of the kind of andience information that could be used to support the recommendation of a tv plan.

Also discouraging to them is a general disposition among stations and reps to come up with ideas on how this type of advertiscr can most effectively implement a tv eampaign in their particular markets.



### In Indianapolis—people are listening for the "SOUNDS OF THE CITY"

The "Sounds of the City" are keeping people attuned—and tuned—to WFBM in Indianapolis!

At any moment they might hear a just-for-fun broadcast from a city school-yard at recess . . . or an interview with anyone from a visiting celebrity to a local shoe shine boy. We have even sent our man up on a girder to interview a riveter

at work high above the city's skyline.

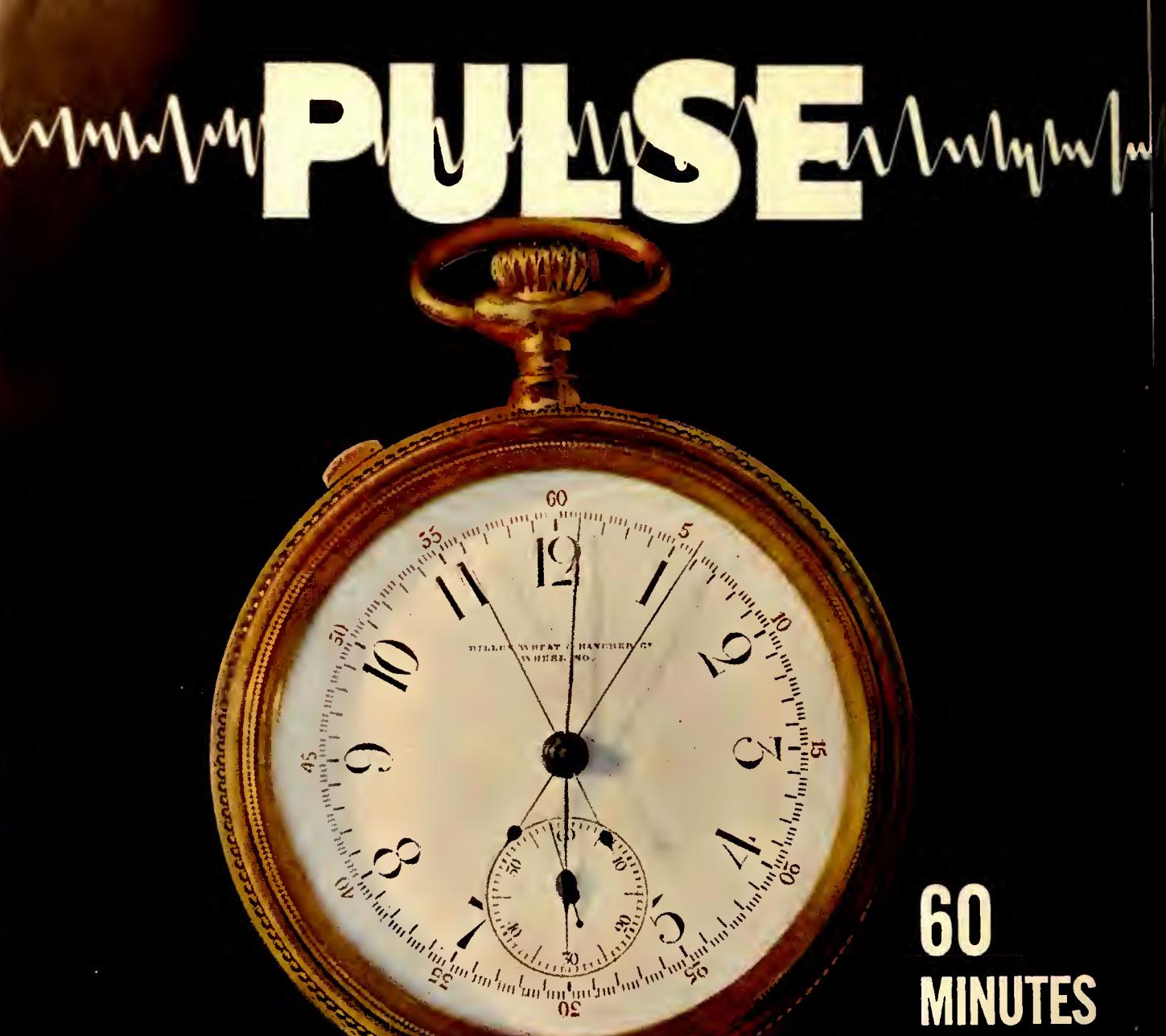
In short, our audience expects the unexpected from WFBM Radio . . . and they listen for it. WFBM has their attention.

If that sounds like the climate you'd like for your advertising, this sounds like the time to call your KATZ man!



1260 INDIANAPOLIS

TIME-LIFE BROADCAST INC.
Represented Nationally by the KATZ Agency



On November 5, 1956, WTVT began telecasting a full hour of information each week night at 6 o'clock. Sports, fishing, weather, local and world news, and the station's nightly editorial are combined under the title PULSE in a flexible format that permits the updating of late-breaking stories throughout the 60 minutes the program is on the air. We are happy that our viewers have found PULSE to be an attractive way of presenting the news: Prime time starts at 6:00 on WTVT, where PULSE frequently outrates many of the top programs, both local and network, in the Tampa - St. Petersburg market. And we are gratified that other television station operators have begun to embrace the extended, in-depth, informational program concept. Six years old is young—but that's nearly half the lifetime of the television industry. We are proud to have taken this pioneering step.

LONG

### ... the heartbeat of a changing world"



YEARS

TAMPA/ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.

WKY-TV and Radio, Oklahoma City

KTVT, Fort Worth — Dallas

Represented by the Katz Agency

THE STATION ON THE MOVE ... IN THE MARKET ON THE MOVE!

#### PORTLAND OREGON...

### EYE-CATCHING



### KOIN-TV

Women can get bored to death when all they have to look forward to every day is housework. KOIN-TV sees to it that women in Portland, and 34 Oregon and Washington surrounding counties, have something else to look forward to . . . a really eye-catching array of daytime programs. That's why, according to Nielsen, daytime's a good time to buy KOIN-TV.

Channel 6, Portland, Oregon
One of America's great influence
stations

Represented Nationally by
HARRINGTON, RIGHTER &
PARSONS, INC.

Give them a call, won't you?

## SPONSOR BACKSTAGE

by Joe Csida

#### **Television's Travail**

Travail, thy name is television. Hardly a day goes by that broadcasting doesn't have its full measure of bumps and knocks. If Jim Hagerty isn't being blasted because an ABC TV news show features Alger Hiss on Richard Nixon, Lucille Ball is getting subtle threatening notes from the National Italian-American League to Combat Defamation indicating every confidence that she will not permit good Italian names to be used ex-



cessively for gangsters on *The Untouchables*. If the FCC isn't having at video, the FTC is, and if a Congressman from somewhere hat turned his carping attentions elsewhere for the moment a Senato from somewhere else has not.

Television people are accustomed to this. But even so, last week was rather much! sponsor editor John E. McMillin had hardly finished calling the attention of the industry at large to the completely out-of-line speech of Paul Willis, president of the Grocery Manufacturers' Assn. (see speech and editorial, 26 November issue) when LeRoy Collins, president of the National Assn. of Broadcast ers, himself, told the Portland regional meeting of the NAB (and thus the entire country) that he thought broadcasters should make "corrective moves" to avoid influencing high school-age (and lower) children to smoke. Understandably, since the tobacco firms spend over \$100 million in television, and over \$30 million in radio, many broadcasters were quite upset. Even more understandably, many tobacco people were upset too.

The trade press has dealt extensively with Collins' speech and the reaction to it. The consumer press has had quite a ball with the subject as well. Two of the most interesting sidelights of the situation which have come to my attention are these:

1. By quite an odd coincidence the president of the Tobacco Institute, George Allen, who is leading the outraged cigarette industry in protesting Collins' remarks, was one of Collins' closest rivals in the race for the presidency of the broadcasters' association.

2. Jack Gould of the New York Times, in a piece on the subject Wednesday, 28 November, quotes "one broadcaster's" reaction as follows: "The Governor has us over a public relations barrel. How can you seem to be against school children?" This last remark, of course, apropos of whether Collins' contract as the \$75,000 per year prexy of the NAB will be renewed when the question comes up in January.

#### Cigarette problem still red hot

We may all be sure of one thing. Neither the nation at large, nor the broadcasting industry has heard the last of the cigarette problem. It is fairly well known, of course, that in England both the Royal College of Surgeons and the Government itself have been conducting most aggressive campaigns to discourage smoking. British television doesn't carry cigarette or other tobacco commercials before 9 p.m. There are certainly enough forces in the country who are convinced that smoking is harmful and must be curtailed, if not eliminated, to keep the issue red hot.

(Please turn to page 65)

### IN SAN ANTONIO

# FORMERLY KENS RADIO

Sells to a 105-county market of more than 4,800,000 Texans...via

# GAROUSEL RADIO

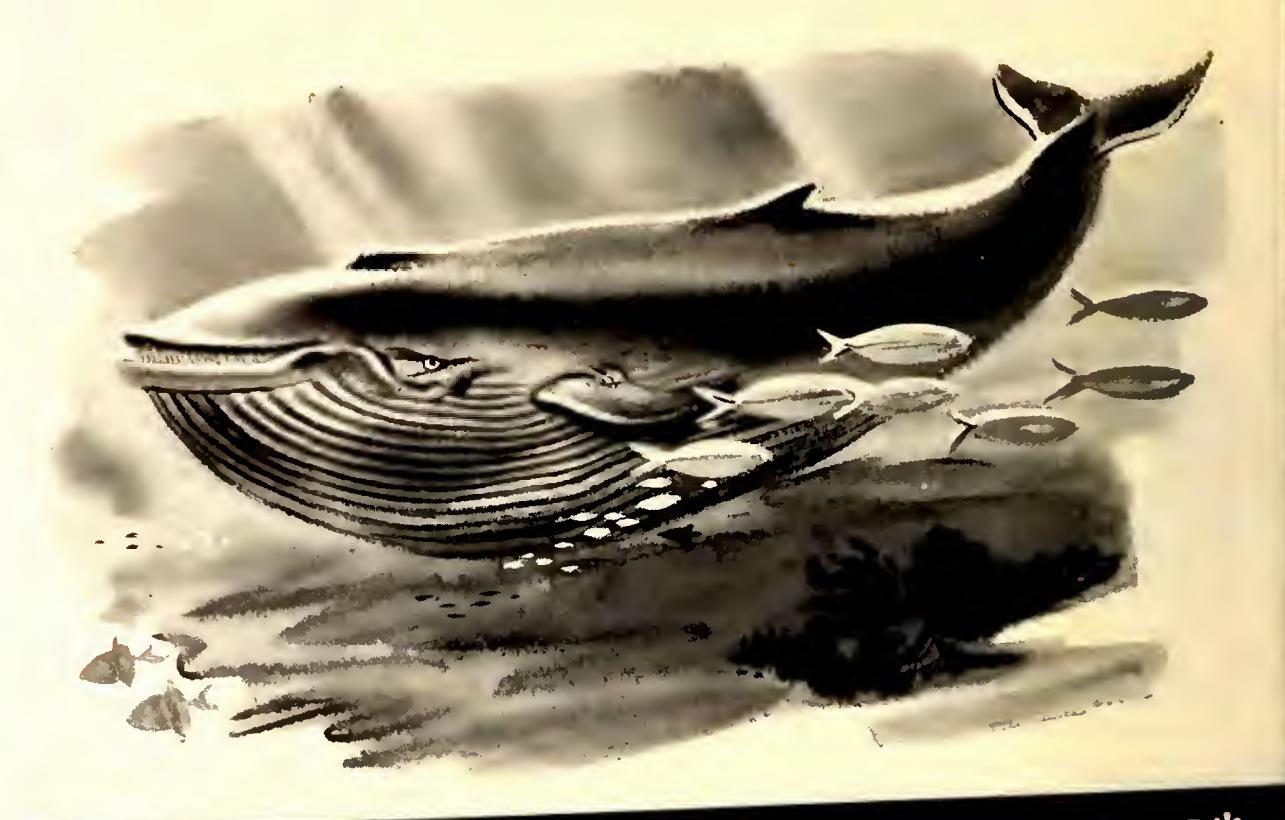
A brilliant new programming format beamed to modern adults GOLDEN HIT MUSIC of familiar tunes COMPRE-HENSIVE NEWS REPORTS of local, regional and national interest every half-hour THOROUGH SPORTS COVERAGE featuring Colt .45 baseball, Southwest Conference and Professional football, plus complete sports results.

50,000 watts at 680 kc



Represented by

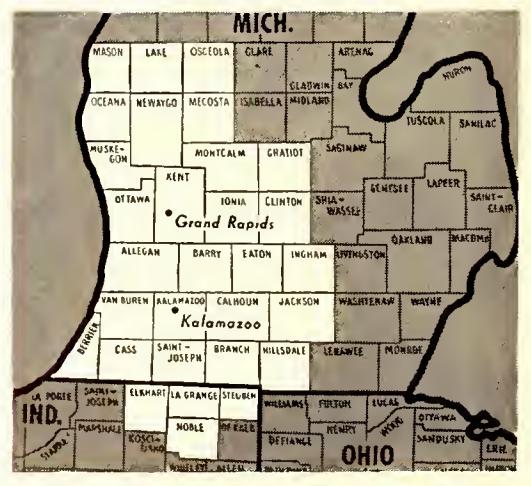
PETERS, GRIFFIN, WOODWARD, INC.



### YOU MAY NEVER SEE THE BIGGEST ANIMAL\*\_

### BUT... WKZO-TV Will Give You Mammoth Coverage in Greater Western Michigan!

WKZO-TV MARKET
COVERAGE AREA • NCS '61

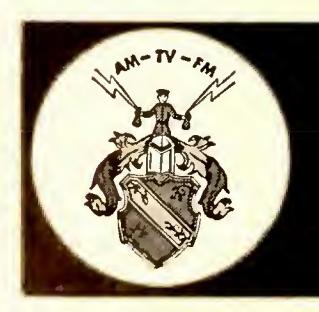


Every day, every night, every week—WKZO-TV reaches more homes than any other Michigan station outside Detroit. It's a whale of a station in a whale of a market!

See for yourself in NCS '61. WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. Prosperous homes, too SRDS credits the area with retail sales of over two and one-half billion dollars annually.

Let Avery-Knodel give you the full story. And if you want all the rest of outstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie to your WKZO-TV schedule.

\*The Blue Whale reaches a length of 108 feet and a weight of 131 tons.



#### The Fetzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK WJEF GRAND RAPIDS WJEF-FM GRAND RAPIDS-KALAMAZOO WWTV-FM CADILLAC

#### TELEVISION

WKZD-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

### WKZO-TV

100,000 WATTS . CHANNEL 3 . 1000' TOWER

Studios in <u>Both</u> Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

### Who's to blame for noisy messages?

- One adman says broadcasters should control
- Another says agencies need self-policing
- Networks say they're doing all they can
- "Lumped together" commercials proposed

conmercials occasion a great leaf of comment, and, like the weather, nobody seems to do anything about it except to dress accordingly.

However, one serious "rainmaker"—William B. Lewis, Kenyon & Eckhardt board chairman—several weeks ago pelleted the ty commercial cloud with a few recommendations which he hoped might precipitate some changes.

His suggestions were: 1) that broadcasters play a more decisive role in seeing that messages are not too "noisy," too numerous, badly placed or in bad taste; 2) that commercials be shown bunched together without interrupting any program as is the practice in England and Italy.

The first recommendation evokes two responses from network executives. The first is an articulate sigh; the second is that the networks have long been monitoring commercials for content and noise level to a degree which they leel is their limit.

The second recommendation, although considered worth study, is deemed unworkable in the United States because of the tremendous



t a network studio in New York, andio control engineer (left foreground) keeps sound variations between limits ("riding to gain") via knobs (pots) on audio console. He mixes, fades, etc., with one eye on volume indicator on vertical panel

20

#### Agency heads advocate soft-spoken tv sell





Putting the blast on noisy commercials, "bad taste"
Changes would improve entire media according to William B. Lewis (I), Kenyon & Eckhardt board chairman, and Edward H. Weiss, head of own Chicago agency

competition here, unlike the English and Italian systems.

Another interesting suggestion—that advertising agency people not only write messages but participate more actively in programing—was also put forth several weeks ago by Edward H. Weiss, who heads his own agency in Chicago.

Lewis, in an address before the Broadcasters' Promotion Assn. in Dallas, said:

"Stricter control." "My recommendation is simply that broadcasters and telecasters take stricter control of their commercial content and scheduling just as they have taken stricter control of their program content and scheduling.

"If you fear this move will bring retribution from many advertisers, remember that many advertisers bitterly opposed (and some still do) the regaining of program control by the networks, yet they still keep increasing the millions of dollars they spend in tv.

"The main body of complaints the FCC receives," Lewis continued, "from viewers about radio and ty concern commercials in one way or another. There are too many of them. They are too loud and strident (and this complaint has just been verified by H. H. Scott, Inc., engineers, who found that on  $65^{\circ\prime}_{0}$  of 40 tv programs monitored, the commercials were louder than the programs they inhabited).

"Many of them are nauseating. Much too often they interrupt programs without thought, taste, or common courtesy. It is most important to remember that these complaints do not originate principally with minority groups; they come largely from viewers and listeners who otherwise find American broadcasting entirely to their liking.

"Now I am about to suggest," Lewis went on, "that broadcasters cut down the number of commercials they carry (I, too, know on which side my bread is buttered). And I strongly suspect that listeners and viewers would complain a lot less about the numbers of commercials if the more flagrant program interruptions were eliminated.

Jower the decibles. "But I am going to suggest," he said, "as force-

fully as I know how, that broad casters have the right to better cor trol the content and scheduling f the commercials they broadcast and that if they will exercise tha right to the extent of lowering th decible count of the more obnox ious hog-callers, of banning out right the commercials in palpabl bad taste which irritate, antagonize or nauseate large segments of th viewing and listening public, and of adopting a scheme for eliminal ing program interruptions which has proven profitably feasible in England, they will then materiall increase the value—and the image —of their medium to their critics to all of their publics, and even eventually-to their advertising customers."

Lewis then turned to England and Italy to show how "the more maddening of the program interruptions" are avoided "with phonominally good results.

England and Italy. "In Britisl commercial tv there are no program interruptions by commercials In a well-defined three-act play there may be single commercial between the acts (where they in terrupt nothing) but otherwise al the commercials are bunched be tween programs."

He noted that British "commentials are not so hurried and frenetic as our station-break quickies. Our trouble is that we have program interruptions as well as bunch-up at the breaks.

"In Italy," Lewis continued, "ad vertising is allowed for only about 15 minutes a day. Never is there a commercial break in the middle of a play or opera or movie. But with all of these limitations, ingenuity and showmanship have solved the problem of advertising effectivenes, on Italian tv.

"The most popular program in Italy is a daily program devoted entirely to commercials and nothing else! It is called *Carosello*; it is made up of five two-minute commercials; it employs the best actors comedians, and singers in Italy; it amuses, entertains, and sells to beat hell; and it is telecast in prime evening time, that is from 8:55 to 9:05."

Controls on loudness. In referng to "noisy" commercials, Wilam B. Lodge, CBS TV vice presient in charge of alliliate relations
and engineering, said that changes
a audio level "is an easy thing to
iticize, but a complex problem
o police properly" because of the
ide ranges in audio level in the
ourse of a program.

In o.der to compensate and conol these variations, CBS TV utires three technical devices: a volme indicator, a volume limiter,
and a recording volume indicator.
The VI enables audio controllers
be make adjustments as they are
reded. The limiter electronically
and automatically prevents audio
olume from exceeding maximum
mits. It is similar to a safety valve
a boiler.

The recording VI makes a percanent record, via an inked chart, how audio level was controlled coment by moment. It is not used a spy system on audio men, odge spid, but is a practical way or re-examine steps which may ave led audio to exceed limits.

letwork execs claim elecasters do their tmost to control . . .



Not truly loud. One of the main reasons why it is not simple to maintain a steady sound level, he continued, is that "the measured intensity of the audio level does not always agree with apparent loudness to the human ear."

A mellow voice, he explained, sounds low, while the intonations of a staccato voice, or a staccato delivery, sound louder, although, scientifically, the air molecules are moving at the same rate.

A commercial demands greater alertness from an audio man, Lodge said, because none of the valuable time is wasted, whereas in programing, there are many intervals of no dialogue, etc.

One of several techniques cmployed to after original sound variations, Lodge revealed, is called "volume compression." When recording on tape, film, or sound track, this method enables volume variations to be smoothed out by bringing up (making louder) the weaker passages.

Noting that "nobody can be 100% perfect no matter how dili-

gent," Lodge concluded that ".
insolar as our network is concerned
we make every possible ellort to
prevent disagreeable andio level
changes. We have extensive training programs, instruction booklets,
and a standard operational procedure, just for this one problem."

The content problem. Also of "constant concern" to CBS TV is the style and content of commercials, according to Joseph H. Ream, vice president, program practices.

Nearly all messages are reviewed in the storyboard stage before any filming or taping is done to allow for changes where necessary. All commercials are looked at before they go on the air.

The network not only adheres to the NAB Code, Ream said, ". . . but we think our standards are higher. The Code's just the starting place for us."

Most problems in "taste" in commercials arise in certain categories, he said, such as cold and headache and antacid (proprietaries). "We prefer to present the positive rather

(Please twon to page 51)

### in messages before airing and on-the-air



Eyes and ears at the switches
(L. 10 r): Carl Watson, NBC director
of bindicist standards (radio and tv):
Joseph H. Ream, CBS TV vice president program practices, and William
F. Linea CBS AV vice pesident in
charge affiliate relations and eng.



### NBC Radio stresses more research

- ► Affiliates hear out-of-homes data
- Sarnoff, McDaniel point to new studies
- Nielsen outdoor data being updated

New out-of-home listening data and new uses for computers were two main themes of addresses before the NBC Radio affiliates, meeting in New York last week.

NBC board chairman Robert W. Sarnoll stated that radio is today's "biggest bargain in advertising" because measurements often miss  $75^{\alpha}_{0}$  of the audience, which is listening to automotive or portable radios.

Sarnoff stated NBC has been "taking conscientious measures to close this research gap." Trade observers sensed in his talk a veiled illusion to ABC Radio's new Sindlinger figures, but Sarnoff did not mention them.

Executive v.p. William K. Mc-Daniel stated that NBC Radio was lollowing up its C. E. Hooper study, made last fall, of out-of-home radio listening, with a series

of meetings with A. C. Nielsen in the hope of coming up with a solution to the problem. He stated that Nielsen estimates were improving.

Need for ingenuity. McDaniel called for ingenuity in finding methods to measure "the great bulk of today's listening—and the growing part," the use of millions of portable and automobile radios manufactured each year. "The audience to car and portable radios is huge," he stated, mentioning that "we have indications that, on a Sunday afternoon, it is nearly double the audience listening to plug-in sets."

JWT v.p. Richard P. Jones, the first agency media man to address the meetings in 11 years, spoke of the big challenge of competitive merchandising and suggested that computers might be the tool to prove the value of the radio media

for specific advertising needs.

McDaniel also reported on NI Radio business and programi progress. He claimed NBC Radwas now three years in the blawith  $40^{o_0}$  of all measured spesored network radio hours.

McDaniel, referring to static ary mechanical devices used measure radio listening, said the they were no longer adequate measure today's large non-plugradio audience.

He pointed out that 25 millinew radios are made every yes three-fourths of them self-powers McDaniel estimated that 2,700 no radios were now made an hour.

He called Nielsen figures on tout-of-home radio audience roup estimates, but stressed that work improve these early figures is progressing.

McDaniel gave credit to NI Radio for pioneering non-plugstudies, such as the one Hooper d last fall.

The Federal Bar Association, to Boston Symphony, and the Trasylvania Symphony of Brevar N. C. will provide new NBC Redio programing in 1963, report McDaniel.







Radio called "biggest bargain in advertising" today

Addressing NBC Radio affiliates meeting last week were (I to r) Robert W. Sarnoff, NBC board chairman, William McDaniel, exec. v.p., and Richard P. Jones, JWT v.p.—the first agency media man to address meetings in last 11 year

### EDITORIAL

what we believe in and what we fight for

#### Governor, please calm down

We are deeply distressed and upset by the uproar, the public controversy, and the extreme bitterness which has been generated by the "Portland Speech" of NAB president LeRoy Collins on the subject of tobacco advertising.

It is hurting the industry and, let no one be mistaken about this, it is hurting LeRoy Collins as well.

We believe the time has come for new, clear-headed thinking about the problem by everyone involved, including most especially the Governor.

We admire and respect Roy Collins. We know him as a man of character, integrity, and high ideals. We are certain he acted out of deep personal convictions. And we do not quarrel with him for that.

But we do believe that the Governor has been trapped—by his own idealism and perhaps by his own courageous stubbornness—in a wholly indefensible position. We do not think he is all wrong. But we are afraid he does not yet fully realize that he is not all right.

We think it would be tragic for him, and for the industry, if the rift between the NAB presidency and the NAB membership continues to widen.

That is why we want to try to say here—to Roy Collins, to broadcasters, to advertisers, and to agencies—certain things which have not been said in all the wide press coverage which the Portland speech has received.

The worst thing about the entire cigarette incident is that it has seemed to array a fearless, peerless Sir Gallahad Collins against a robber band of black-hearted broadcast brigands interested only in preserving the tobacco industry's \$150 million advertising expenditure.

#### Not good guys vs. money-makers

Roy, you must know in your heart that this is wrong—even if the over-simplification has strong appeal for gleeful enemies of private business, enemies of broadcasting, and other biased special interests.

You're a good man. But in some of the newspaper stories and quotes that have appeared since your Portland speech, you have sounded like a prig.

You have sounded, in fact, as if you had drunk too deep of that most dangerous of all crusader cups—the opiate of spiritual pride.

Undoubtedly you've felt you had your provocations.

The most vociferous of your industry critics have simply stressed the "we mustu't lose the bucks" argument. Others have quarrelled with you for parliamentary reasons (you should have consulted the NAB board).

Obviously you haven't been impressed by such talk.

But there is another aspect of the problem which we hope you will consider: dozens of thoughtful, sincere men in our business question the propriety of your Portland remarks on *moral and ethical grounds*.

#### EDITORIAL

Continued

They believe, with considerable reason, that you have tried to justify basically unethical methods because of your own high purpose.

They believe you have been carried away by personal idealism at a sacrifice of moral integrity that you have let your zeal for reform color your judgment.

And they deserve your most thoughtful attention.

No responsible broadcaster, agency man, or advertiser in America today will deny that certain areas of tv advertising do need clearing up.

Perhaps there are certain phases of cigarette commercials which deserve more careful Code scrutiny than they have yet received.

#### A leader not a czar

But Roy, never forget this. In your NAB post, you are neither a dictator, a fuehrer nor a czar. You are the leader of an organization of free men. And you must respect your membership if you expect them to follow you.

There were certain aspects of the Portland incident which implied a strong disrespect for some of your closest NAB advisors.

There were indications, in the comments attributed to you in the daily press, that you considered your actions wholly unchallengable, immaculate and inviolate. You were determined not to give even an honorable inch.

We hope that in this you were misquoted and misinterpreted.

But in any case we ask you to consider these facts. Over 17 million Americans are dependent in whole or part on the tobacco industry. It is one of the economic mainstays of several of our states. It has made great contributions to government through taxes, and to various charities and educational organizations over the years.

No matter what you, or anyone else, may think of the effect of smoking on teenagers, or the improprieties of cigarette commercials, the tobacco industry, if indicted, deserves a fair hearing like any American institution.

We do not believe that you consciously intended at Portland to deny the industry its basic rights.

But we do think that you failed to understand that your speech, coming from the head of an important national organization, had this effect.

And in our opinion, this was a more serious moral lapse than the employment of a Roger Maris to give cigarette testimonials, or the use in tobacco commercials of bright gay young socialites.

We ask you to consider this within your own conscience.

The reason why we presume to speak so bluntly and publicly to a man we are proud to call our friend is because we believe that broadcasting needs LeRoy Collins, and that LeRoy Collins needs broadcasting.

In the NAB Code meetings and Board meetings which lie ahead we hope that there will be a meeting of minds, and a meeting of hearts, and a reestablishment of mutual respect. This is what the industry needs, what we all need.



"Tv Spectacular," theme of sales convention

At Alberto-Culver's convention (25-26 July), held at O'Hare Inn. Chicago, sales plans were presedued in the form of skirs based on ty shows, starring company execs, and a mock ty set adorned the stage. Ty stars of company-sponsored shows attended

### Alberto-Culver's tv success formula

- President traces VO5 Shampoo's climb
- ► Places \$30 million in medium for '63
- Tv is "conservative investment," no gamble

Television is an integral part of our company's philosophy, emphasized Leonard Lavin, president of Alberto-Gulver, in his talk before the Ghicago Broadcast Advertisers' Glub on 13 November.

Reprinted below are excerpts rom this speech in which Lavin putlines the principles the firm ollowed in order to realize such gains in sales: \$400,000 in 1955 to over \$55 million in 1962.

t exactly 10 minutes after 2 on a Monday afternoon in 1955, v viewers in Philadelphia witnessed a commercial for a strange product called Alberto VO5 Hairdressing. Two days later, on a Wednesday morning at 11:30, the same commercial was run. And two days after that, viewers saw the commercial again—at 3:00 on a Friday afternoon.

While this was going on, a handful of men who comprised the infant Alberto-Culver Co. crossed their fingers with the optimistic expectation that these three commercials would sell the entire greater Philadelphia market . . . and sell them on a hairdressing.

Needless to say, our three-spot-a-week schedule didn't sell the entire market. Not by a long shot. But it did sell enough people to enable us to soon expand our television effort to include Kansas City, then Atlanta. Naturally, in order to do this, we needed immediate sales. And immediate sales is what we got.

With such a rich return for our advertising dollars, we labeled television a conservative investment . . . the same label we affix to it to-day.

Tv not a gamble. The only dilference between treating television as a conservative investment and television as a gamble, is the way you think about it. You purchase your television time the same; you arrange your schedules the same; you create your commercials the





A-C president chats with stars of company-sponsored shows

At left, A-C president Leonard H. Lavin (second from I) discusses fall to season at convention with stars Mery Griffin and Amanda Blake, Milburn Stone of Gunsmoke. At right, VO5 Shampoo, an A-C product which has had great succe

same. However, if you consider it a gamble, with a high risk of loss, you may be reluctant to use it. If you consider it a conservative investment you leap head-long into its use . . . fully confident of rich rewards.

This is exactly what Alberto-Culver has done. In fact, this is also what you yourselves have done by investing your time and energies into the medium which has brought such a change in the American economy. There is no one among us here who can deny the tremendons opportunities which television has made for selling on a grand scale, least of all me. Television has been cited as the single most important factor in the growth of Alberto-Culver. And nothing could be more true. Nevertheless, television alone is not the whole story. It is one part of a basic philosophy that we have at Alberto-Culver . . . a philosophy, I am happy to say, that put to work, has resulted in many successes.

Three tenets. The philosophy is a simple one based on three main tenets. They're: 1) marketing of quality products at premium mass prices with distribution in all pos-

sible outlets; 2) executive staff, small in numbers but extremely capable and 3) a maximum number of advertising dollars concentrated on television. This is a simple formula which, actually, almost anyone could think of and do. But they haven't and still don't. Why? They shrink away from the obvious. They're afraid to deviate from the accepted paths and take a risk.

Don't play it safe. We consistently avoid the temptation to try and play it safe. We don't price a new product at exactly the same level as the competition. We don't cut back our advertising or even allow it to level off when we've made it to the top. We don't waste our time or our money on creating "me-too" products. And we've shortstopped Parkinson's law by hiring the best people and stretching them to the fullest of their capabilities. These are our principles. But unlike others who sound off with many platitudes and then stretch their rules in practice, we stuck to our guns.

To show you how these principles can be put to work in the most profitable manner, I shall discuss just one of our products, from the

time that it was only a glint in oueye, until now. That product our VO5 Shampoo.

Two years ago, the shampe market was in need of an upgrac ing of its most popular size. It is well-known fact that when you give consumers a range of prices from which to choose their favore brand, they will invariably choothe medium or lowest priced size As a consequence, before we er tered the market, the most popul lar shampoo was a four-ounce bo tle retailing at 60 cents. The first thought, it would seem, would b to introduce a new shampoo at 6 cents for three or four ounces . . and to offer a range of sizes.

But the first thought isn't necessarily the right one. So VO5 Shar poo was introduced in one size—seven ounces. And it sold at \$1.00 Our goals were three in number to capture 10% of the market fo the first year and 20% the second to make the \$1.00 size the mos popular size, and to help increase the size of the market by 10%.

Market vulnerability. As with all of our past entries, we first de termined the market vulnerability. To do this, we had to explore the istory of the product class. We arned that Fitch Dandruff Shamoo started the market in 1898, fol-<mark>wed by Ogilvie Sisters in 1912,</mark> onti Castille in 1925, and Breck 1929. These early shampoos eren't really much dillerent than bar of soap. Only they came in ear liquid form. They left the rir manageable, and easy to comb. owever, after shampooing, they It the hair with an oily and unean texture. To remedy this sitttion, Procter and Gamble intro-<mark>aced Drene Sham</mark>poo in 1933. ere was the first shampoo formuted of synthetic detergents, and started a whole trend. Every mar and minor toiletry company in merica followed suit with its own e<mark>tergent shampoo.</mark> But, although ese new shampoos left hair feel-<mark>g clean and shiny</mark> and looking ean and shiny, they washed so <mark>ell that they washed away the oils</mark> at bind the hairs together. herefore, consumers had another <mark>mplaint: unmanage</mark>ability. This mplaint has kept consumers conuntly switching from one shamoo brand to another.

Research showed us that twoirds of all shampoo users buy
ore than three dilferent brands
or year. Not only that, but only
ne person in ten sticks with the
me brand all year. This is the
orst kind of loyalty. But it is to
expected if no shampoo can deer both cleanliness and maneability.

Two large companies tried to <mark>eet this problem wi</mark>th a novelty <mark>proach, but ende</mark>d in dismal failes. In test markets, Bristol-Myers troduced Tandem, and Lever others brought out Starlight. hese shampoos tried to solve the manageability dilemma with a <mark>in pack: one side</mark> of the product is a shampoo, the other a creme <mark>ise and conditioner.</mark> But the pubwanted one shampoo, one botone process that would give <mark>em both cle</mark>an and manageable ir. Seemingly, the public wanted nat was impossible.

Improving the product. We put or technicians to the task in early 61. After many stages of develoment, a shampoo began to take shape. Almost from the start it was a good shampoo . . . as good as the best on the market. But this wasn't enough.

After several experiments, we developed a unique leature in the shampoo: flash suds. This meant that the shampoo lathered instantly . . . even on the first lathering. Because it could do this in spite of impeding oil and grime, the need for a second lathering was climinated. Yet, although we had a dramatic improvement, this still didn't deliver the much desired manageability. And in addition, research showed us that people actually want to lather their hair twice.

It wasn't until late 1961 that we developed a formula that was ellective in the area of manageability. The formula was comprised of five ingredients: three ingredients created a rich, lasting lather for cleanliness . . . two ingredients

served as conditioners to make hair controllable and easy to manage.

To back our belief in the product, we conducted blind product tests. Our belief was overwhelmingly confirmed.

Ad campaign problems. Work had commenced on an advertising campaign even before the final formula was developed. First, our advertising agency analyzed the competitive campaigns. Their analysis pointed up another market vulnerability... on the advertising level. It seemed that all shampoo brands were making similar claims.

Ten shampoos said they were new. Nine shampoos said they leave hair shining. Six shampoos said they make hair clean, have a rich lather, and come in more than one type. Five shampoos claimed that they leave hair solt, healthy and easy to manage.

Not only were the claims alike,

#### Alberto-Culver's agency views its client

Barton A. Cummings, president of Compton, made the following remarks about Alberto-Culver's price and ad policy in a speech last month before the ANA on private vs. national brands.

I'd like to cite an example in our own agency experience that indicates how sound pricing is essential to a brand's success and, second, that having the lowest retail price need not be the determining factor in making a sale.

Two years ago, the woman's hair spray business was in the doldrums. Shelves were glutted with cheap brands and most of the major national brands were so busy fighting each other with trade deals and price-off packages that the category was suffering from under-advertising.

At this seemingly unpropitious time, a marketer [Alberto-Culver] with vision and guts introduced a new hair spray under an established name. It was a fine product and it was backed by the most powerful advertising campaign ever put behind a brand in this product category. In a matter of months, it was the leading seller—at the end of a year, it had 20% of the market. At the same time, the entire category took on new

life and the market for hair sprays expanded by almost 50%. The quality of the product and the weight of the advertising were made possible by sound pricing. What would have happened had the brand entered the market to compete on a price basis with no more than competitive quality and with a meager advertising budget, we believe, is obvious.

but so were the commercials. Not that we complained, though. It left the field wide open for an original presentation.

Following hundreds of good commercial ideas, and several actually-produced commercials, we conducted commercial tests.

Final commercial. Our most eflective effort turned out to be the simple, yet direct promise that Alberto VO5 Shampoo makes your hair do what you want it to. After making the promise, our final-forair commercial explained how the promise was delivered: the sham-

poo contained five special ingredients . . . three for cleanliness, two for manageability. It made your hair do what you wanted it to. Here was an honest description of exactly what the product was . . . and exactly what the product did.

In January of 1962, we furnished VO5 Shampoo to the trade . . . in the seven ounce glass bottle at \$1.00 that I mentioned earlier.

Deals to the trade were made appetizingly profitable. The number of pieces in each deal was kept low so that the smallest outlets could afford to take the deal and

stock the product. Grocery distribution, notoriously slow in coning, was especially crucial since 75% of the volume for some shan poos came from these type outlet.

Ad dollar philosophy. With distribution accounted for, the advertising broke on I March of this year, employing our favorite conservative investment—television. Our philosophy regarding advertising dollars is to eventually spendat least at the same level as the leading brand. At the beginning however, the expenditure is nursed along and increased as sales star.

# 'Benchmark research' aids sponsors

- Benchmark necessary factor, experts say
- Measurement is must as a starting point
- Concept is described as simple, yet sound

dvertising results can be measured and one of the basic elements in achieving these objectives is benchmark research. In the highly-regarded best-selling book, "Defining Advertising Goals," published by the Association of National Advertisers, there is a vital chapter headed "Buying Attitude Benchmark." Its author, management consultant Russell H. Colley, goes on to say that "Out of our research (into markets, motives, and messages) we can now establish what we shall call 'buying attitude benchmark.' It tells us where we stand today in the minds of the particular audience we want to reach with respect to the particular message we want to register." Colley declares that the benchmark is needed for two reasons: 1) to reach a decision on what message is to be communicated to what audience and 2) to measure accomplishment.

One of several forces. The book matter it abundantly clear that ad-

vertising "is only one of seleral marketing forces that lead to the ultimate objective of a sale." Cited are some seven other forces "that must be blended with advertising to consummate a sale."

In a recent address on measuring marketing eflectiveness, Marion Harper, Jr., chairman of the board, Interpublic, Inc., and chairman of the board of the 4As, singled out "Defining Advertising Goals" as a noteworthy contribution to adver-. tising. "Its whole premise is the need for the isolation of advertising from other advertising influences for the purposes of assigning goals and measurement," Harper observed. ". . . many advertising programs either fail to include objectives, or they include such generalities as 'to increase sales' or 'to improve share-of-market' or 'to build prestige.' If a goal is stated as a generality, it will be impossible to relate advertising to its achievement. On the other hand, if a specific goal is assigned to an

advertising program—for example to increase brand awareness by 15%, or to increase knowledge of the trademark by 30%—progres toward these goals can be determined."

And time and again, Harper and other advertising experts have ad vocated benchmarks over presen practices in defining goals and measuring advertising.

On the subject of benchmark measurement and goal setting, Dr Clark L. Wilson, director of re search and member of the market ing plans board of BBDO, observed that very little has been said about these aspects of advertising research. "This has probably been at the root of much of the confusion,' he declared. "One might, in this context, define goal-setting as 'stating a desired level on any measure or combination of measures, of performance.' Since the objective of most business enterprises is to make a profit, then we can start with profit as the ultimate and most important type of goal. Then we can line up other measures in a rough order of decreasing importance: (1) Profit (2) Sales (3) Share of Market (4) Brand Preference (5) Conviction in Accepting Product Claims (6) Penetration of Selling Claims (7) Awareness of

rolling in, and distribution gaps are filled.

three million, while our major competitors were spending upwards of four million. Within 60 days, Alberto VO5 Shampoo enjoyed robust sales. Significant gains in distribution were achieved because of consumer demand. So we raised the budget to four million, and have been adding to it ever since.

Product sizes. We had introduced the product in one size. . . . knowing full well that the top

competition had a minimum of five facings. But once the demand for the product hit a high level, the time was ripe for the introduction of a llanker brand, and for the loading in of regular merchandise. So VO5 Shampoo for Dry Hair was introduced in June. It, too, came in a seven ounce bottle and sold for \$1.00. The Dry Hair Shampoo was sold to the trade in a combination deal with the regular shampoo. So we created a second facing, and we parrially corrected a money-wasting out-ofstock condition.

In September, fifteen ounce bottles of both the regular and the dry hair formula shampoos were sold to the trade. The new sizes were designed to retail at \$1.75. Right now 111 today, we have four facings, and four fast-moving items.

That has been our story, and not just with shampoo, but with product after product after product. The results alone speak for themselves.

Today, VO5 Hairdressing is the leading women's hair conditioner with 63% of the market. In addi-(Please turn to page 51)

Advertising Among Target Groups of People."

Other performance measures. Dr. Wilson went on to say that one could, of course, add many other types of performance measures on which goals could be set. He cited, for example, coupon returns, slogan identification, reduction of confusion between brands and claims, etc. "Most all of these have the property of being capable of being put on to some kind of numerical scale," Dr. Wilson continued. "Thus, by making repeated measurements one can estimate the extent to which he moves up and down the scales.

"The use of goal setting procedires has a tremendous advantage of helping to sharpen the planning of advertising or marketing campaigns," he added. "It forces the marketing or advertising personnel to deal with hard facts that can be measured rather than with hunches. The advantages are often difficult to see at first because one frequently lacks a track record or any history of past experience. The benefits begin to accrue in increasing amount with time and successive measurements. A benchmark measmement of some kind is a definite requirement as a starting point.

"There are some traps in the procedure. Sometimes managers will be satisfied with attaining stated goals on certain measures of (Please turn to page 54)



Urge the defining and measuring of advertising goals
Marion Harper, Jr. (I), chairman of board, Interpublic, Inc., calls for measuring
of marketing effectiveness. Jack Landis (r), exec. dir., Marketing Evaluations,
says concept of benchmark research is simple, yet sound, but not a final measure





Benchmark measurement as starting point

Horace Schwerin (I), press, Schwerin Research, says benchm

Horace Schwerin (l), pres., Schwerin Research, says benchmark is only realistic in relationship to given point in time. Dr. Clark Wilson (r), director of research, BBDO, says benchmark measurement is definite starting point requirement

# What buyers think of promotion

- Buyers tell how well station efforts work
- ► Say why they remember gimmicks, stations
- Give opinions on aids to sound promotion

ow to get the attention of the much-sought-after timebuyer is a problem that continues to vex and perplex every station on the air. Some station men claim it's impossible, while others constantly seek new ways to supply buyers with something special in information and promotion. One time-buyer referred to such alert station men as the "attention seekers."

Great quantities of literature are devoured with the morning coffee, timebuyers say, but a lot of the morning's mail also goes in the circular file, or bluntly speaking, the garbage. Few are able to say "I have time to read everything that comes across my desk."

Sponsor last week asked timebuyers what they would do to lure buyers if suddenly cast in the role of station promoters. Their first step: itemize the kinds of things the buyer loathes, lauds, and remembers, which are, as they tell it, the following.

Aids. Combining the merits of the talked-about gimmick and the needed information, timebuyers find aids or devices, designed to help them in their work, most successful. A current example is the comprehensive AM Radio Sales Expediter (sponsor, 3 December) which aids timebuyers, by the use of wheel charts, to find market relationships, cost of announcements.

specific market data, homes reached, and cost-per-1,000. The TvAR slide rule and the Katz cost calculator were also given high ratings by buyers. (See picture below.)

On another scale are items with other uses: telephone files such as Storer Broadcasting gives out: personally monogrammed pads such as WSYR, Syracuse, distributes; or ash trays similar to those of KPIX, San Francisco. Such mail is not thrown away and keeps the station call letters constantly in front of the buyer. "As far as I'm concerned, these things are like advertisements every day," says one buyer. "I'm always chewing on a pen or using some ash tray with call letters on them. Then one day I used one of those stations and thought to myself 'Holy smoke, they caught me."

Rate cards. "I don't pay any attention to rate cards," was the overall response. If buyers want that information they feel it's very

# SPOT TELEVISION ADVERTISING COST SUMMARY NO.31 WITH FORMULAS FOR ESTIMATING SPOT TELEVISION BUOGETS BASEO ON PUBLISHED RATES AS OF MARCH 15, 1882 TELEVISION STATION REPRESENTATIVES

# DOUGLAS DOES IT!

ANDYOUR SPOTSALES WILL "DO IT" TOO ON THE BRIGHTEST AND NEWEST PROGRAM IN CLEVELAND'S TELEVISION HISTORY THE MIKE DOUGLAS SHOW



Buying aids and personality information rate high with timebuyers

The Katz spot ty cost summary (I) is aid timebuyers like and use. Strong station personalities such as Mike Douglas of Cleveland's KYW-TV (bottom I) and co-entertainers Carmel Quinn. Joe E. Brown act as magnets for listeners and advertisers.

handy in Standard Rate and Data.
Unless rates are exceptionally low,
the unsolicited rate card is usually
overlooked, sponsor editors found.

Program personalities. Some timebuyers find news of changes in program personalities of primary importance—especially in radio. In radio or ty, however, it was felt that a well-known figure coming on a station can grossly allect station listenership. One strong personality may capture the attention of an important audience group, for instance, women. Advertisers recognize and take advantage of this.

On special appeal programs for Negroes, kids, and Spanish-speaking listeners, personality changes are considered most important.

Trade advertising. A tradepaper advertisement can bring the station to the attention of the timebuyer, but little more, timebuyers say. This attention is peaked when the ad is well placed in special issues on the market or subject the buyer is interested in.

In trade ads, buyers prefer hard sell techniques so the station message can be comprehended quickly. Some of the slogans or selling pitches remembered and mentioned by those interviewed were, "only full-time Spanish-language station in Florida," "delivers 50% more homes than station B in Syracuse area," "Pulse says has top adult Negro circulation in Atlanta," or "radio station of The New York Times." If not meaningful and documented, the station slogan should be clever and attractive, buyers said. "In the land of milk and money" was one such eyecatcher.

Several timebuyers mentioned it takes two or more ads to sink in the call letters and image. Then, subconsciously, there is a recognition when they look through SRDS and begin picking stations.

More important than tradepaper ads is tradepaper news, was a frequent opinion. Although ads are looked at il they are good, being in the news shows objective prominence in some way, and not oftensubjective station promotion.

Good music. Although "good music" is not a general category of promotion, it was so often referred



Gimmicks are not only conversation pieces

Buyers may not always use gimmicks, but remember the station. When buying time comes the station recall is quick. Above is WJZ-TV. Baltimore, game for admen

to by buyers as objectionable, it is included here separately. Promotion material barking "lively station," "rich market," "high ratings," and "good programing," are all bedfellows of such nebulous promotion. One buyer comments, "Much of it is grossly inaccurate poetic license."

But the specific term "good music," so often held up as a sales highlight, is most challengeable. Hillbilly, classical, and western are more popular in certain parts of the country than others. "In Phoenix the bank president might very well listen to western music, while a man in the same position in New York might call classical good music," one buyer contended. Aside from the region there are personal likes and dislikes. Two men from the same office buying in the same market could very well have dillerent opinions. The term has about as much meaning as good candy. good cigarette, or good automobile, buyers say.

Who's to say "good music" can be associated with the best-selling format, anyway?" one buyer commented. "Unfortunately, often a constant barrage of low, discordant, gin-mill type music resulting in a heartless bludgeoning is what people want—good or not."

"Every station screams we're the best," said another timebuyer. "If our advertising were as bad as the stations' we'd be in a sorry state."

Program schedules. Buyers disagreed as to the value of station schedules. Some said "I keep all the latest ones": others said "I throw them all out." When a time-buyer works almost exclusively in one market, schedules are watched closely and matched against the competition. "In such a case we watch everything," said one buyer, "new news, program packages, personalities, and where they're all being put."

Gimmicks. "If a station wants to catch my attention, their pitch stands out much more with a gimmick," says one buyer. Buyers claim even inexpensive gimmicks such as cracker-jack boxes, candy, or glasses seem to give them a hanger for remembering.

"But don't ger the wrong idea," a buyer hurried to add. "The ginnnicks themselves won't do the trick, but we talk about them, use

(Please turn to page 51)

#### How spot tv product categories compare in 3rd qtr. spending

	1961	1962
Agriculture	\$ 221,000	\$ 208,000
Ale, beer & wine	14,227,000	14,394,000
Amusements, entertainment	533,000	710,000
Automotive	4,023,000	5,375,000
Building material	557,000	631,000
Clothing, furnishings	1,420,000	1,220,000
Confections & soft drinks	9,197,000	12,381,000
Consumer services	4,172,000	4,961,000
Cosmetics & toiletries	13,626,000	18,090,000
Dental products	3,804,000	3,594,000
Drug products	7,023,000	8,531,000
Food & grocery	29,163,000	35,947,000
Garden supplies	47,000	66,000
Gasoline & lubricants	5,081,000	5,462,000
Hotels, resorts, restaurants	53,000	159,000
Household cleaners	5,123,000	6,795,000

	1961	1962
Household appliances	927,000	1,057,000
Household furnishings	410,000	498,000
Household laundry	10,955,000	13,595,000
Household paper	1,527,000	2,032,000
Lousehold, general	1,592,000	2,014,000
Notions	5,000	39,000
Pet products	1,668,000	2,194,000
Publications	867,000	804,000
Sporting goods, bicycles, toys	1,405,000	1,590,000
Stationery, office equipment	504,000	348,000
Tv, radio, phonograph	81,000	77,000
Tobacco products	6,288,000	4,990,000
Transportation & travel	1,151,000	1,601,000
Watches, jewelry	390,000	811,000
Miscellaneous	1,604,000	1,748,000
TOTAL	\$127,644,000	\$151,922,000

# Tv spending on a one-way spree: up

- ► Spot tv 17% ahead this year in 3rd quarter
- ► Network billings up 13% for first nine months
- Early evening increases its popularity

Spot tv billings for the third quarter 1962 continued the pace set in the year's earlier quarters by making a 17% rise over the same period last year, according to figures released today (10 December). TvB-Rorabaugh totals for gross time billings were \$151,922,-000 for the quarter, compared with \$127,644,000 in the same 1961 period.

Source: TvB-Rorabaugh

Early evening emerged as the time period gaining most ground in share of the billings, continuing a pattern set in previous quarters. Late night advanced somewhat while daytime and particularly prime nighttime periods were down in their share.

For spot tv in the first nine months, gross time billings were \$523,453,000, an increase of 19.1% over last year's \$439,571,000.

Actual percentage increase for the summer quarter on a dollar basis was 19%. But an analysis of figures from 299 stations that reported in both quarters indicated a 17% increase.

Network up 13%. Network television billings for the first nine months of this year show a 13% rise

over the same months of 1961, another TvB report says. From January through September 1962 the networks billed \$580,135,091, while in 1961 the comparable figure was \$513,523,662. Network figures are compiled for TvB release by Leading National Advertisers Broadcast Advertisers Reports.

Important increases were shown in spending by major categories in both network and spot tv.

In third quarter spot, increased activity was highlighted by these categories: automotive from \$4,023,000 to \$5,375,000, up 33.6%; confections and soft drinks \$9,197,000 to \$12,381,000, up 34.6%; cosmetics and toiletries \$13,626,000 to \$18,090,000, up 32.8%; household cleaners \$5,123,000 to \$6,795,000, up 32.6%; household paper products \$1,527,000 to \$2,032,000, up 33.1%; pet products \$1,668,000 to \$2,194,-

000, up 31.5% and watches, jewelry, and cameras \$390,000 to \$811,000, up 107.9%. (See chart, page 42.)

Toiletries became the leading advertiser classification in network television, January through September, increasing 20.9% from \$89,282,651 to \$107,985,397. Other network categories showing increases were food, up 6.4% to \$100,536,706; automotive, up 8.1% to \$34,513,683; household equipment, up 17.1% to \$23,833,742, and soaps, up 9.3% to \$64,889,857.

Brand leaders. Anacin was the leading brand in network billings, spending \$8,042,171 during the period. Buflerin was second, with \$6,628,715. Among the remaining top 25 brands, those that increased spending markedly were Colgate Dental Creme, Campbell Soups, Falstaff beer and Pillsbury chilled products. Both Procter & Gamble products in the top 25, Crest toothpaste and Tide, dropped network expenditures slightly. But P&G was the leading network advertiser with gross billings of \$39,573,-853. American Home Products was second with \$23,185,374.

In spot television, three advertisers wound up on the top 100 list (see chart, page 43) for the first time. Charles Gulden & Co., with billings of \$341,700; Knox Gelatine, with \$317,000, and W. F. Young Co., makers of Absorbine, with \$305,000.

Time periods. In time of day, early evening this year took 23.9% of all billings, or \$36,318,000, during the third quarter. Last year this segment earned 21.8% of all billings. Late night increased its share to 23.5%, or \$35,749,000, compared with 22.1% last year. Prime night was down to 29.7% from 33.1% the previous season. Daytime spending was 22.9% of the whole, just below last year's share of 23%.

1.D.s continue to decline in favor, while announcements strengthened their lead in types of activity preferred. The latter accounted for 79.3% of all activity, up 5.3% compared with last year. I.D.s took 8.4% of the billing, or 2.6% below previous figures. Programs were down, too, dropping from 15% last year to 12.3% this year.

#### Top 100 spot tv advertisers

	.ob zoo	spor
1.	Procter & Gamble	\$14,207,100
2.	Colgate Palmolive	6,513,300
3.	William Wrigley	4,333,300
4.	Lever Brothers	4,037,300
5.	General Foods	3,891,600
6.	Alberto-Culver	3,277,200
7.	Bristol-Myers	3,094,800
8.	General Mills	2,822,800
9.	Coca-Cola bottlers	2,786,200
10.	American Home Prod.	2,207,700
11.	Standard Brands	1,950,400
12.	Jos. Schlitz Brewing	1,835,203
13.	Kellogg	1,748,800
14.	Corn Products	1,738,800
15.	Philip Morris	1,516,800
16.	Gillette	1,317,590
17.	Miles Laboratories	1,295,000
18.	Carter Products	1,294,800
19.	Ford Motor dealers	1,266,200
20.	Food Manufacturers	1,214,900
21.	Pabst Brewing	1,203,400
22.	Pepsi Cola bottlers	1,201,900
23.	Continental Baking	1,047,200
24.	Avon Products	1,028,700
25.	Simoniz	999,600
26.	Associated Products	992,500
27.	Anheuser-Busch	989,500
28.	General Motors deale	ers 986,300
29.	P. Lorillard	953.500
30.	Canadian Breweries	891,700
31.	Welch Grape Juice	857,900
32.	J. A. Folger	854,100
33.	R. J. Reynolds	844,200
34.	C. Schmidt & Sons	813 200
35.	U S. Borax & Chemi	cal 808,800
36.	Shell Oil	804,000
37.	Ralston Purina	742,600
38.	Armour	715,300
39.	Chesebrough-Pond's	709,300
40.	Liggett & Myers	706,900
41.	United Vintners	705,600
42.	Campbell Soup	692,500
43.	Warner-Lambert	675,700
44.	Tneo. Hamm Brewing	687,700
45.	American Oil	653,300
46.	Charles Pfizer	626,200
47.	Humble Oil & Refinii	ng 611,900
48.	Pacific Tel. & Tel.	588,900
49.	Armstrong Cork	531,100
50.	American Motors Co	rp. 570,400
h3 a.u.= :	at The Demands	

51.	Foremost Dairies	<b>558,200</b>
<b>52</b> .	Falstaff Brewing	<b>555,000</b>
<b>53</b> .	Johnson & Johnson	<mark>550,6</mark> 00
54.	P. Ballantine	<b>550,500</b>
<b>55</b> .	Golden Press	542,600
56.	Pnillips Petroleum	542,570
57.	Pet Milk	<b>537,</b> 800
58.	International Latex	<b>529</b> .830
59.	Star-Kist Foods	<b>518,600</b>
60.	Hills Bros. Coffee	513,800
61.	American Chicle	<b>598,100</b>
62.	H. J. Heinz	493,300
63.	Stroh Brewery	432,230
64.	Lucky Lager Brewing	481,400
65.	Greyhound	477,400
66.	New York Telephone	473,200
67.	Laddie Boy Dog Foods	469,300
68.	Andrew Jergens	462,400
69.	M. J. B.	431,800
70.	Sinclair Refining	459,700
71.	J. Nelson Prewitt	451,600
72.	Lehn & Fink Products	438,800
73.	Ball Bros.	438,100
74.	American Tobacco	437,100
75.	Du Pont	428,200
76.	Nestle	391,600
77.	Maybelline	386,900
78.	Sears Roebuck	385,570
79.	Climalene	380,200
80.	E. & J. Gallo Winery	378,900
81.	Chrysler dealers	370,000
82.	Cott Beverage bottlers	
83.	Atlantic Refining	353,900
84.	Kimberly-Clark	346,000
85.	-	343,700
86.	Charles Gulden	341,700
87.	A&P	340,700
88.	Standard Oil (Ohio)	334,700
89.	Armstrong Rubber	332,100
90.	Shulton	329,400
	B. C. Remedy	329,400
92.	General Toy	325,400
_	National Biscuit	319,930
	Knox Gelatine	317,700
95.	Scott Paper	310,900
96.	Texize Chemicals	310,700
97.	Hunt Foods & Indus.	308,203
	Frito-Lay	305,800
	Oscar Mayer W. F. Young	305,500
100.	W. F. Young	305,000

Source: TNB Rorabaugh

# Radio campaign wakes up a sleeper

- ► 50-year-old bedding firm overhauls ad effort
- Pushed mattresses on talk radio shows
- ► Sleepmaster sales up 365% so far in 1962

Since 1910, when Sleepmaster was founded by Nathan and Mary Gennet among the stately elms and maples of Newark, N. J., the firm has produced quality articles of bedding and has grown respectfully large in the classic American tradition.

But last January, Abram Roland Gennet, president of Sleepmaster since 1943, decided the time had come to whip the company out of its horse-and-buggy approach to sales and advertising.

He drove to Budd Getschal's advertising agency on Madison Avenue, talked the problem over with the Getschal Co., and in a short time a "talk station" radio campaign and merchandising program was mobilized for the Sleepmaster Dr. Mattison mattress.

Commercials emphasize body balance and support

How well customer sleeps is important thing. Picture above shows standard double bed leaves only crib-width (27") room per person. Selling point for king-sized or twin beds is that adults need minimum 39" space for restful, healthful sleep

Results: In the first 10 months of this year, sales have increased 365%. The month of August alone was 600% ahead of August 1961. In addition, the campaign opened up dealerships where none existed and also boosted sales of Sleepmaster's four lower-priced mattresses.

The first thing Getschal convinced Gennet (accent on first syllable) to do was to increase the annual advertising budget from \$100,000 to \$165,000 for 1962. Half of this was allocated to radio, about \$60,000 was put aside for sales incentives, and the rest was for direct mail and print.

Streamline trademark. The agency then went to work on the old Sleepmaster trademark; gave it simpler, cleaner lines for quick impression. Sleepmaster and Sleepmaster Dr. Mattison now stand out against a white elliptical background.

Picking the right "talk station" to penetrate Sleepmaster's main distribution areas (metropolitan New York, northern New Jersey, southern Connecticut, and metropolitan Philadelphia) wasn't too much of a problem, according to Getschal.

"We felt that WOR was the right station from the start," he said. "It was a natural. The ratings are right, the cost-per-thousand is right, the audience composition is right, and it has a lot of good talk programing around the clock." He ran down the list: John Gambling, Dorothy and Dick, Martha Deane, the McCanns, Arlene Francis, and Long John Nebel.

Newlyweds tune in. "These people," Getschal continued, "have a loyal listening audience and they keep them over the years. Their message is believed and is more effective. The audience is composed of many young marrieds and established families—no juveniles. For us, it was ideal."

(Please turn to page 55)



Tv was found to be the solution behind supermarket problem Like other supermarkets. Pegnataro's, New Haven, must go far beyond its own neighborhood for enough shoppers to make business profitable. To reach shoppers, store used to (WNHC-TV). Research in story below documents effectiveness

# Tv is proved a supermarket builder

- Before and after research measures tv campaign
- Supermarket chain achieves desired reach

TvB and local tv station cooperate on research

Pasuring the concrete results of advertising is a sophisticated enough game for advertisers in the big league, but the rules do not keep smaller leagues out of action. In many ways the more local the advertiser, the better his facility for tabulating the results in a more tightly defined area.

Last week, Television Bureau of Advertising released the details of a study it did in cooperation with a New Haven, Conn., tv station to determine the reach and impact of tv for a retail food advertiser. The study turns up important documentation of television's advantages in securing the ends desired by an advertiser, new to the medium, and bears most of the marks of the "benchmark" method of research

(see "Benchmark Research Aids Sponsors," page 38).

Before—after survey. TvB and the station, WNHC-TV, commissioned The Pulse, Inc., to gather data on supermarket shopping of housewives both before a campaign on the station for Pegnataro's Supermarkets and nine months later.

As with most food retailers in the supermarket era, Pegnataro's specific marketing goal was to reach further and further from its immediate neighborhood for enough customers to supply the traffic and volume necessary. Finding that the newspapers' reach was more confined to the area around the supermarket itself. Pegnataro's turned to television for the first time.

To measure the effectiveness in

reaching shoppers from outside the neighborhood, the study establishes those coming from a mile or more away as those sought. It involved two Pegnataro stores, one in central New Haven, another in suburban Hamden.

Reach increased. The results showed that to vastly increased the New Haven store's reach by bringing in  $42^{\circ}$ , more of their customers from the area outside the one-mile circle. In suburban Hamden,  $12^{\circ}$ , more customers were gained. (See chart, page 46.)

Personal interviews were made by Pulse in two waves eight months apart, using a sample of 500 housewives. The first interview occurred in October 1961, before the start of the ty campaign, the second in June 1962.

In the interviewing period the supermarket sponsored a relevision schedule of two live-minute news programs per week and 20 one-minute spots per week. Newspaper advertising continued at its previous level.

## Effect of tv in gathering supermarket shoppers from outside immediate vicinity

% shoppers living mile or more away
New Haven store
Hamden store

		Transport Store
Before tv (10/61)	24%	68%
After tv (6/62)	34%	76%
% change	+42%	+12%

Source: TVB

Awareness changes. A comparison of data from the two interview waves indicated that the housewives' awareness of Pegnataro's advertising in all media increased from 16% to 81%. And at the end of the test period 43% of the housewives said they were aware of ads in newspapers, while 62% were aware of television advertising. Thus, the cumulative impact of

eight months of tw resulted in  $44^{\circ}_{o}$  greater awareness of tv, in spite of the store's long use of newspapers.

A measure of awareness of Pegnataro's advertising in relation to other supermarkets showed that knowledge of all supermarket advertising increased 24% during the period. However, awareness of Pegnataro advertising increased 65%.

Housewives were asked which su-

permarket they would suggest to a stranger in the neighborhood, in order to detect changes in attitude. At the time of the first interview, 24% named a competitor and 23% named Pegnataro's. At the time of the second interview, 27% named Pegnataro's, while the competitor figure remained the same. Thus, 18% more housewives recommended Pegnataro's after the tv campaign, making it the most recommended of seven stores in the area, the majority of which were national or regional chains. All other markets except one remained unchanged or slipped in prestige.

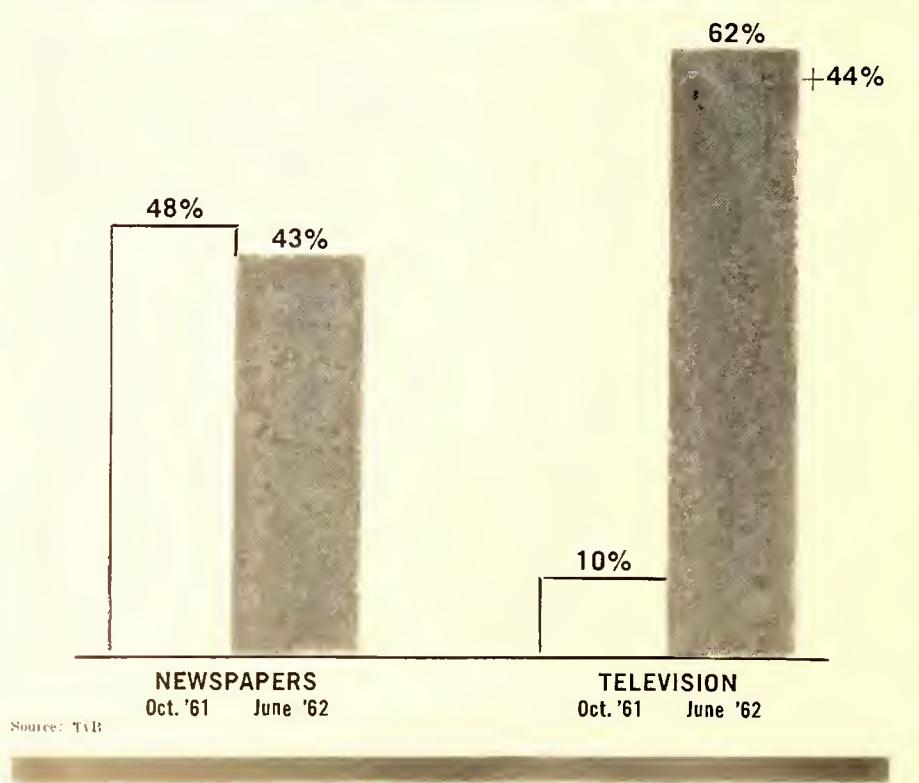
Viewers and non-viewers. Television's part in the store's increased recommendation value is displayed by an analysis of those housewives who did recommend the store. 21% of these women were non-viewers, 28% light viewers, and 33% heavy viewers. Thus 33% more light viewers than non-viewers recommended the store, while 57% more heavy viewers than non-viewers gave it a plug.

Asked "Where do you do most of your shopping?", housewives answers were correlated with famency of viewing. While only 21% of non-viewing housewives said they did most of their shopping in Pegnataro's, 28% of light viewers and 35% of heavy viewers said they did most shopping there. The incidence of shopping at Pegnataro's was 39% higher among viewers than non-viewers.

Tv schedule. The supermarket's 20 spots per week were scheduled half in daytime, a fourth in early evening, another fourth in late evening. The schedule operated seven days a week, but was lightest on Saturdays. In addition the local news was sponsored Mondays and Thursdays from 11:15 to 11:20 p.m.

Such a bulk schedule was unique among supermarkets' use of television in New Haven. Three other supermarkets in the New Haven markets advertise on television, but scheduling and commercial content are different from the Pegnataro approach. The latter's commercials sell the "personality" of the supermarket, describing it as a family-

#### 44% more were aware of Pegnataro's on tv



operated market where the selection and presentation of groceries is done under close supervision. Particular emphasis is placed on the store's meats. Commercials point out that only the best cuts of meat are chosen and approved by the store's proprietor himself. Price is hit hard in all commercials. There is no differentiation of commercials for the newscasts and the spot schedule; all are used interchangeably.

Meanwhile, Pegnataro's has renewed its schedule with WNHC-TV on a long-term basis. Under present arrangements the schedule will run for at least one year.

**Expansion time.** The television campaign comes for the store at a

time of expansion. Pegnataro's is constructing the third and newest unit in its chain in the heart of New Haven's downtown redevelopment complex. It will serve several high priced apartment houses and the business area of New Haven. Almost adjacent to the Yale New Haven Medical Center and New Haven Community Hospital, the new store is costing more than \$500,000 to complete and equip.

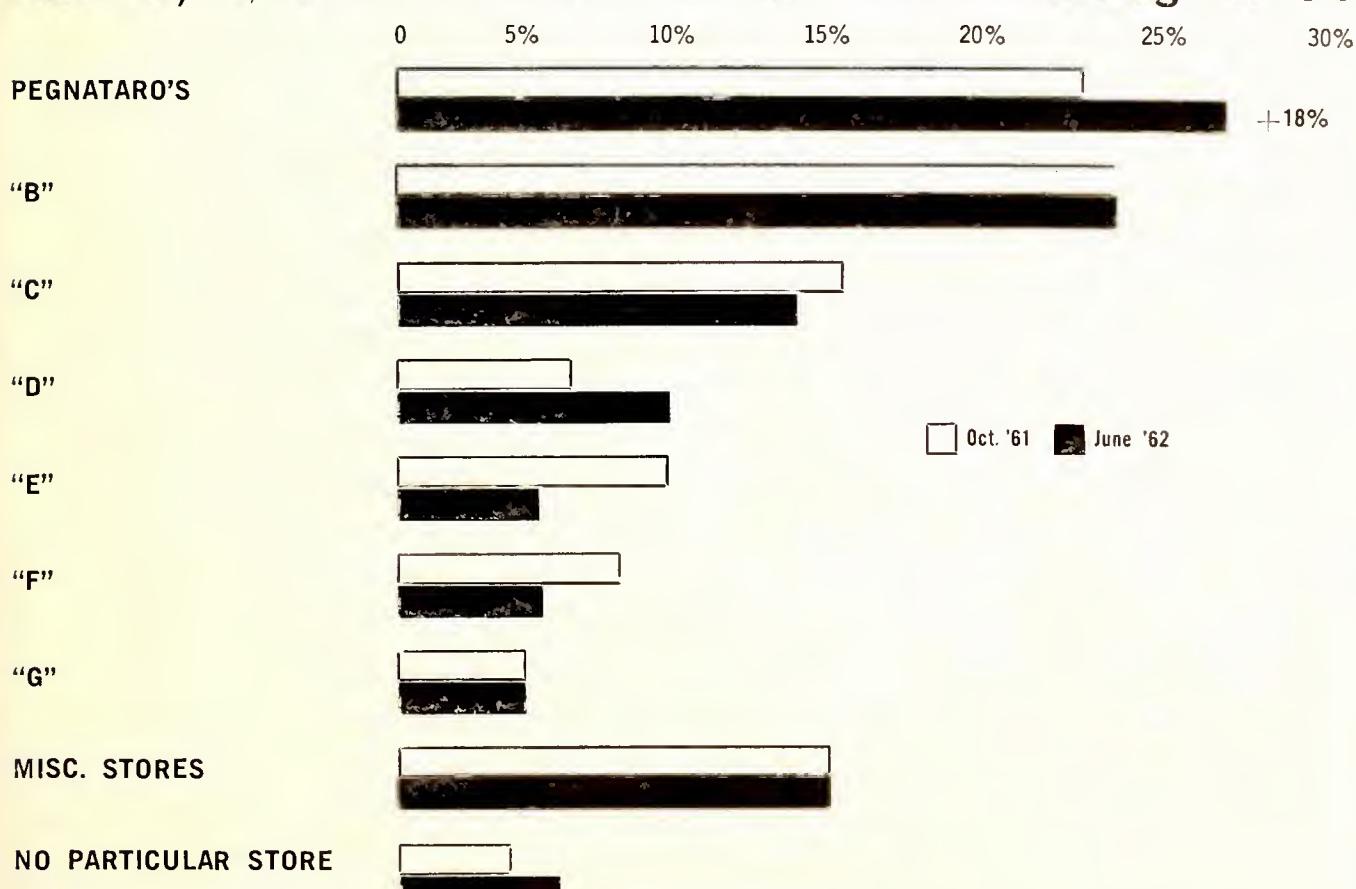
A fourth unit in the Pegnataro chain is scheduled to open in the fall of 1963 in the city's Fairhaven area. It will be the largest of the chain's stores when completed.

The unit presently located in the Hamden Plaza Shopping Center formerly housed a national food op-

eration which closed alter only two years in business. Pegnataro's reports that when it took over the store, remodeled, and installed new equipment, it became the most profitable of its two units within a year, despite the fact that it was competing with three national chains in the immediate area.

The use of television by food stores, TvB says, is probably made necessary by the fact that tv's signal reaches beyond the area served by local newspapers to deliver new customers. In a random week in May 1962 in 26 top markets monitored by Broadcast Advertisers Reports, 139 food stores were using television, and were second only to auto dealers in that respect.

#### After tv, 18% more housewives would recommend Pegnataro's



Housewives were asked which store they would recommend to a stranger

Before 19, 24% named "B" and 23% named Pegnataro's. Later, 27% named Pegnataro while all competitors either dropped or remained same except store "D" whose score was on lower level.

"Wow!"

"What a figure!"

"Sensational!"



39.9! And again all eyes are on Channel 2!

The Thanksgiving Eve showing of "Mister Roberts" on the Schaefer Award Theatre zoomed to the highest rating ever achieved by a feature picture on New York television, according to both Nielsen and Arbitron. Broadcast from 11:15pm to 1:27am, far later than usual peak viewing hours, this classic from Seven Arts Associated commanded a 39.9 Nielsen average rating...with a mighty 80 per cent share of audience. More than 4 million people stayed up far past midnight to watch "Mister Roberts" on Channel 2!

This 21-gun reception—another historic "first" for Channel 2—proves again that, now as always, New York's center of attraction is the number one television station, CBS Owned WCBS-TV





SPRINGFIELD

DECATUR

DANVILLE

Central Illinois

> RETAIL SALES \$1,224,422,000

POPULATION 953,290

HOMES 288,544

TV HOMES 271,038

SRDS, February, 1962

angamon and Macon Countles are the largest ounties in Central Illinois for both Consumer pendable Income and Total Retail Sales.

# LAINS TELEVISION STATIONS VICS 20 WCHU33 WICD 24

Executive Offices 523 E. Capitol Avenue, pringfield, Illinois; Phone 528-0465



Serving 27 Counties in the Illinois Heartland



# TIMEBUYER'S CORNER

Media people: what they are doing and saying

The speculation revolving around which lucky buyer will be tapped to head up buying chores on JWT's latest jackpot, the Phillips Petroleum account, can now be laid to rest. The choice has been made and he's none other than Lambert & Feasley's Bill Millar.

A timebuyer defector who chose neither selling nor p.r. work is Marge Flotron, one of the notables on the Chicago timebuying scene. She switched, instead, to the advertiser end of the business. Now media director for Helene Curtis, she will be working closely with Curtis buyers at the five agencies of this highly ty-oriented client: Edward H. Weiss, McCann-Erickson, EWR&R, and JWT in Chicago, as well as Altman-Stoller & Chalk, New York. Marge's most recent agency affiliations have been North Advertising and FC&B.



"Partners in Progress" get Royal welcome

The Royal Box in N. Y. Americana Hotel was the setting for presentation by WJXT, Jacksonville, to spotlight N. Fla./S. Ga. Among the 250 admen who attended: (l-r) Glenn Marshall, pres. WJXT; Edna Cathcart, Mathes; Jeanne Sullivan, Vera Brennan, SSC&B; Bob McGredy, exec. v.p. TvAR

And in the agency-hopping game: Stan Pulver, assistant media director, Lynn Baker, New York, to Henry Turnbull, Greenwich (new house agency for Ruppert Brewing) . . . Vic Seydel, from v.p. and account supervisor on Bon Ami, Hoyt Associates, New York, to fill Stan's place at Lynn Baker.

Three-way account switch tangle: At Bates, New York: Everett Kellar, taking over as to buyer on Blue Bonnet from Bill Abrams who was promoted to Standard Brands account group. And Everett's former Brown & Williamson account? That went to Jim Bisagni.

Len Ziegel, who, as reported here last week, left his longtime post at Manoss, is now at Dancer-Fitzgerald-Sample, New York. Len is warming up to take over the P&G Brand buying chores handled by Don Douglas. Don, who's trading buying for selling, starts next week (Please turn to page 52)

#### **NOISY TV MESSAGES**

(Continued from page 31)

than the negative. Schematics, such as of the digestive system, are handled with full restraint. We don't allow any over-explicit visual devices which border on the clinical.

"We attempt to put the emphasis on the pleasant rather than on unpleasant aspects of a product, and will not allow suffering to be overemphasized, for instance, for pain remedies.

"Copy for foundation garments is confined to fabric, styling, etc., and live models are not allowed unless fully clothed," Ream concluded.

At NBC TV, Carl Watson, director of broadcast standards (the department which reviews all programing and commercial material submitted for network broadcasting both on radio and tv) said, concerning loudness:

Highs and lows. "The networks do not produce commercials. The agencies produce commercials. And the problem will be greatly overcome, if not totally resolved, on that day when those producers of this type of offending commercial cease the practice of cutting the highs and lows, which creates the resulting commercial 'underpressure' and which cannot be controlled by a decible meter.

"As for taking stricter control of loud, strident, tasteless commercials," Watson continued with evident good humor, "this appeal very easily might have been made to the agencies by the networks."

Turning to the review of commercials, Watson said, "Broadcasters have taken very strict control of advertising content ever since the establishment of this function (broadcast standards which originally was continuity acceptance) in 1934.

"It is regrettably still not generally known," he continued, "to what degree the networks exercise care in the review of commercial chains and representations.

Claims must be backed. "All commercials are reviewed before they are taped or filmed to ensure that they meet our policies and standards. They are also reviewed again before they are scheduled. A basic requirement is that all claims be supported by written substan-

uation and all representations (such as testimonials) be fully authenticated.

"We do this to protect the public from being misled by any element of the commercial message either by its claims or the inferences growing out of its claims. We also constitute a barrier against material which might result in squeamish responses on the part of the audience."

Referring to the NAB Code, Watson said: "NBC with other networks and individual NAB station members have supported development and enlargement of the Code Review Board.

"One result of this was the establishment of the N.Y. Code Authority office which increasingly is concerning itself with the review of commercial advertising content and back-stopping the efforts of our office and our counterparts at the networks."

"Messages beat programs." From his Chicago office, Weiss stated there is a need for self policing on the part of advertisers to eliminate loud commercials. Pointing out that a high decible rate shows a weakness in the creative end, Weiss asked, "You wouldn't go into somebody's office and try to sell him something by yelling at him. Why do it in broadcast advertising?"

Going a couple of strides farther. Weiss recently made out a case before the Chicago Broadcast Advertisers for "creative people who are working for advertising agencies . . . to come out of hiding, get off their perches, raise a little hell" in the programing end of tv.

"In many cases the commercials on tv and radio are better than the programing itself. They are often more imaginatively written, more skillfully presented, and more artistically unified. . . Now it seems to me a ridiculous state of affairs that the men and women capable of creating these commercials are not called upon to lend their minds and talents to the programing end of the industry.

"I am not suggesting," Weiss continued, "that the radio and tv stations, and the package producers should relinquish their roles as creators and producers of broadcast programing—after all, they have the talent, the staffs and the facilities to develop such projects. But

it must not be . . . a closed corporation. Inbreeding kills off industries, just as it kills off people.

"Bring in the admen." "Television desperately needs outbreeding," Weiss went on. "It needs the minds, the imaginations, the gilts, of all who are connected with it. And none are more intimately connected than the advertising people themselves."

Emphasizing that talent is talent wherever it may be found, Weiss later said: "There is no bron Curtain to creativity; you cannot arbitrarily say, 'On one side of the curtain we have the writers of programs; on the other side, the writers of commercials.'"

He said there is "a profound interdependence between the commercials and the program material itself. The success or failure of one usually depends upon the success or failure of the other. A bad program will leave the viewer hostile to the message; a bad commercial will sour the taste of the program.

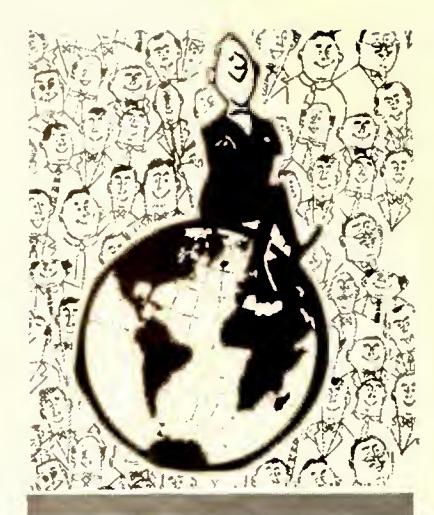
"Unlike magazine and newspaper content—where the reader feels little or no conjunction between the editorial matter and the advertisement next to it—in ty there is an intimate emotional association between the two."

To show what already has been done by agency people in the programing end of tv, Weiss referred to the multi-award-winning *Purex Specials for H'omen*, the basic idea of which was created by a copywriter in Weiss' own agency.

#### **ALBERTO-CULVER**

(Continued from page 39)

tion, the brand is fast taking over the men's hairdressing field. VO5 Hair Spray leads the enormous hair spray field with a rate of growth that is twice that of the market itself. Rinse Away is the leading dandruff treatment with almost 40% of the market. Get Set Hair Setting Lotion is number one. And with our VO5 Hair Setting Lotion, the two make up the entire product class. And VO5 Creme Rinse has become the second leading brand in its field in just a year and a half. Furthermore, the fruits of these successes have been shared by every retailer with whom we deal. In every one of the mai-



## TIME BUYER HAILED!

BUYS WHL sland\*

-4TH LARGEST MARKET IN U.S.-A SEPARATE, INDEPEND-ENT AND DISTINCT MARKET

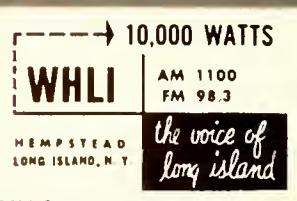
\*Nassau-Suffolk (Long Island) accounts for more Food Sales than 32 states and its \$31/4 Billion Retail Sales out-ranks the following major metro markets:

Philadelphia
Detroit
Cleveland
Washington, D.C.
Boston
Houston
San Francisco
Baltimore

St. Louis
Milwaukee
Seattle
Minneapolis
Pittsburgh
Kansas City
Atlanta

Dallas

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.



PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gill-Perna

# TIMEBUYER'S CORNER

Continued

as account executive at Harrington, Righter & Parsons. Don's wife, incidentally, is a sales secretary at HR&P.

Other timebuying defectors: Harvey Schulman, Monroe Greenthal media director, goes to WNBC (AM & FM), New York, as account exec. . . . Elaine Martha Pappas switched from media supervisor at North Advertising to sales development director at Metro Broadcast Sales, New York.

Name-alike confusion dept.: To this department, add the names John Cole. One is manager of the broadcast facilities department at Needham, Louis and Brorby; the other is tv-radio director at Buchen Advertising, both Chicago. Both Messrs. Cole are closely allied with the timebuying activities at their respective agencies and thoroughly established in broadcast advertising in Chicago. To enhance the confusion, neither one uses a middle initial. Contributions, anyone?



Admen help celebrate opening of St. Louis Avery-Knodel office Sharing in the festivities: (l-r) A. James Ebel, v.p.-gen. mgr. KOHN-TV. KGIN-TV, Lincoln/Grand Island, Neb.; Rose Busalacki, Gardner, St. Louis: Floyd Warmann, D'Arcy, St. Louis: Roger O'Sullivan, sr. v.p. A-K, Chicago

Can't help wondering: How the Dancer-Fitzgerald-Sample, N.Y., media department likes the view from their just-moved-into new quarters on the agency's third floor?

Promotion dept.: Tom Lawson, who worked as assistant to Art Topol at OBM, has been upped to buyer on Good Luck margarine and Lucky Whip. (These are the accounts once handled by Bert Hopt who departed OBM for Foote, Cone & Belding to fill the vacancy created there by Walter Reed). . . . Harvey Bargamian, Monroe Greenthal media buyer for nearly two years, moved up to media director there.

Expectant father-mother dept.: BBDO's (New York) Dave Persons
... Elkman's (Philadelphia) Kathy Johnson.

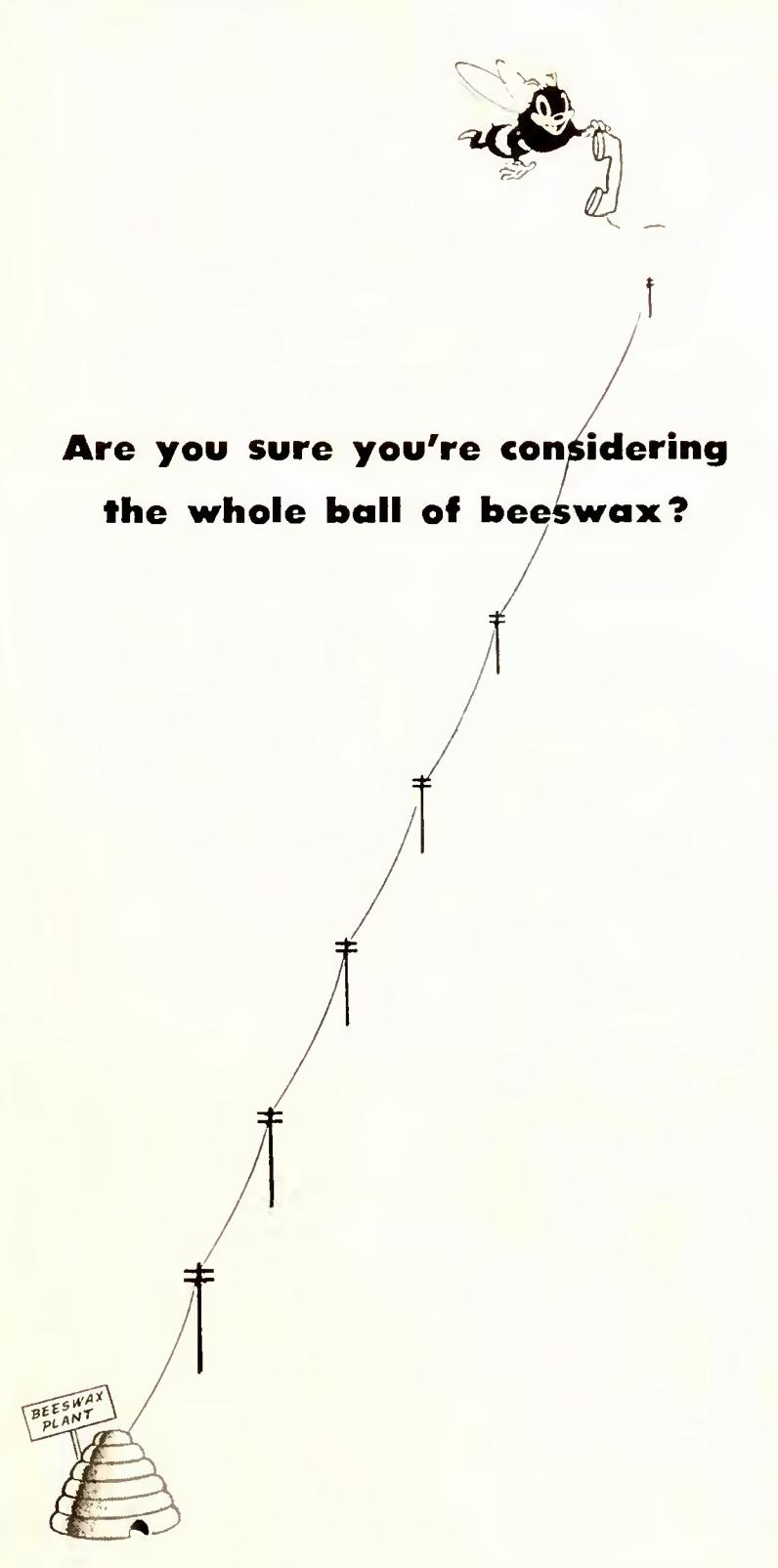
kets we have entered, Alberto-Culver has brought in a flood of new consumer dollars by speeding up turnover and by increasing the basic prices paid by consumers for these products.

Sales gain. It is that story upon which we have built our philosophy and our business. And it has taken us from sales of \$400,000 in <mark>1955 to sales of S25 million in 1961</mark> and over \$55 million in 1962. In 1963, Alberto-Culver again expects a solid increase for all its current brands. The fast growing international division will add still more volume. And it won't stop there. Our philosophy has worked so effectively in the past, that we have great expectations for the future. In short order, we will introduce five or six new products, in prodnct classes in which we've never competed before, in which vast numbers of advertising dollars will be necessary. It is our hope that this aggressive expansion will continue to be standard procedure at Alberto-Culver.

What has happened at Alberto-Culver in the past seven years has had several far-reaching and very deep effects on the industry as a whole. What we have done has shaken at the roots, the basic concepts of package goods merchandising.

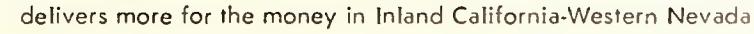
Upgrading industry. When we started out, we went into competition with the market leaders. Now we are the market leaders and they must compete with us. The rest of the industry will have to upgrade and improve their products to stay in the running. We have advertised heavily, indeed, extravagantly. They will have to try to match it to keep pace and not lose their share of market.

So when I tell you about the success of VO5 Shampoo, it doesn't just mean that Alberto-Culver has found a way to make more money. It also means that something vital is happening which will undoubtedly allect the entire economy in certain and due course. And when I tell you that our advertising budget for fiscal year 1963 was established at \$30 million and is now starting to move up again, it doesn't just mean that our agencies and you in the broadcasting



Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this entire vital market — BEELINE RADIO. It's a fact that the McClatchy stations reach more radio homes here than any other combination of stations — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D.)

#### McClatchy Broadcasting Company



KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELF



industry will be reaping benefits from Alberto-Culver. It also means that more and more people in packaging will be working harder to build better campaigns in which broadcasting will be an integral part. All that we wish to ourselves, we also wish to you.

#### BENCHMARK RESEARCH

(Continued from page 39)

performance which are less important than they should be. An example of this is the lamiliar, though now pretty much extinct, tendency to cite Starch-noted scores as 'prool' of the success of an advertising campaign. Most people today tend to feel that noting scores, while they should be favorable, are far from the best or ultimate criterion of success of an advertising campaign."

Simple yet sound. The concept of benchmark research is simple yet sound, Jack Landis, executive director of Marketing Evaluations, told sponsor. Landis put it thusly: "Take a measurement today to determine how you stand; repeat the measurement in some future period to determine how much you've progressed. Then the repeat measurement can serve as the benchmark for the next period, and so forth."

Landis, however, wanted to add one caution to benchmark research. The concept of benchmark research may be a little too simple and not quite sound enough il viewed as the final measure of tv advertising ellectiveness, Landis maintained. "The trend performance is merely a tracking of what has occurred as a result of all the factors influencing the consumer," he said. "In order to measure effectiveness we need to know what would have happened without the tv advertising—and this can only be established through experimental control or by sophistcated statistical analysis. Thus, the benchmark research is only the beginning of our ellorts, not the end."

Dangerous fallacy. "The term benchmark research has a comforring sound," Horace S. Schwerin, president of Schwerin Research Corp. said. "It implies immutability, a kind of research pole star from which advertisers can confi-

dently chart their position. This I believe is a dangerous lallacy. If the essence of a benchmark is its fixity, the nature of the forces that advertising research is measuring is dynamic.

"An ever-shifting alignment of products and campaigns is forever changing the competitive battle forces in every product field. The 'benchmark' is only realistic in relationship to a given point in time. The only certainty is that it will change." The "awareness-attitude model" is the name Eric Marder, head of Eric Marder Associates, has given to the theory he has been developing and applying for a number of years, initially at Kenyon & Eckhardt, and since then in his own shop. Marder told sponsor that advertisers are increasingly recognizing the need for a basic theory of advertising. The "awareness-attitude model" is such a theory, he said, adding that it states the objectives of advertising as twofold: 1) to build awareness for the advertised product and 2) to build favorable attitudes toward the advertised product. These two factors, he said, are highly correlated with actual sales for products marketed under comparable price and distribution conditions.

Objectives do not differ. "Advertiser objectives do not really differ from advertiser to advertiser," Marder said. "When you examine each advertiser's professed objectives, they all boil down to a common denominator. In one form or another-explicitly or implicitlyevery advertiser is trying to do the same two things: to build awareness and to build attitude. The 'awareness-attitude model' defines these objectives in precise terms. It gives us a powerful set of tools. We can measure awareness and attitude at one point in time, and again at a later point. We can measure awareness and attitude before a campaign and after a campaign."

#### **PROMOTION**

(Continued from page 41)

them, and remember them; therefore we pay more attention to what the station offers. It still has to offer something good in the face of its competition." A Baltimore station, in a stunt much talked about by buyers, last year sent out oysters with pearls inside by registered mail. One or two even had rubies in them, buyers claim.

In Detroit, a station is remembered by buyers for its recent mailing of 16 ounces of Juicy Jonathan's cider "made from apples picked on the rustic two acres at the broadcast house of WXYZ-TV."

Sunshine in a can was sent by a Tampa tv station. A female buyer says, "It's silly, I know, but we remember the stunts and the call letters. On a rainy day other buyers will come in and ask me to open my WSUN can of sunshine.

Another timebuyer reported he kept an aspirin-sized jar of dirt from a station tower location for a longer time than any other gimmick.

The WJZ-TV, Baltimore, ad man's game distributed this fall was mentioned in several cases. Produced for men and women "who have chosen advertising as their game of life, the outcome of the game shows (naturally) that the richest awards come to those who buy time on WJZ-TV."

Newsletters. When newsletters contain news and are interestingly written, timebuyers admit they take notice. Better to be short and to the point or written in an amusing vein, however.

A series of giant tv newsgrams sent out for WZZM-TV in Grand Rapids and WNYS-TV in Syracuse, timebuyers reported, had both the light touch and news content that was informative and easy to take. Both were progress announcements of the new channels. One read:

"300 foot tower now in the air. Transmitter equipment now being set up. In control room vidicon assembled and in place. Universal multiplexer is assembled, globetray for video is completed. Electrical wiring in progress. Looking forward to air date Sept. 9."

Success stories. The general opinion is "anybody can write a success story. I don't care how good they are." Also, it is often hard to determine whether success can be directly attributed to the station, with marketing and prod-

uct factors to be considered.

On the other hand, there are those who believe if a station can sell a large amount of an unknown product in a new marketing center, then it must be good. A case in point might be William Dailey's Paint Co. which increased business three times within the first month he used KETV (TV), Omaha, after he'd been in business live years. Under such circumstances the power of the advertising vehicle cannot be denied.

Market data. Share of market studies are always well received by those timebuyers interested in that product. However, they are also interested in the level of buying power in general categories such as automobiles, beers, and soaps, which point up the general wealth of the community. ARB and Nielsen survey to determine the number of homes but it is important and often expedient in the long run, buyers claim, for the station to survey and find out what these homes buy.

Coverage maps are sometimes kept, sometimes not, but in general

timebuyers consider them more valuable than rate cards because the information is harder to generalistly. SRDS or a quick lift of the phone will supply rates, but in no place are maps catalogued. Katz sends out useful maps, it was reported.

The timebuyer, then, likes to get informative, factual, accurate, easily understood material presented with brevity and taste.

Most ellective pieces in general follow the formula of catching the eye and then mind, timebuyers say. "But heaven forbid, don't everyone send as something unusual—and please, no monkeys."

#### SLEEPMASTER ON RADIO

(Continued from page 44)

While the copy department worked on the commercials, the timebuyers worked on the schedule. Since late January, as many as 20 one-minute messages—and never less than 10—have been and are being aired weekly on the programs listed above.

All commercials contain tags for mention of dealers in various localities, for instance: Drop in today at Jones Furniture Store at Pine and Main Streets in Midville—29 years in the same location.

Message with a WEB. The messages were wrought through Getschal's WEB method, which, like electricity, hasn't yet been defined, although it is in constant use at the agency. Here's how the lormula was applied to the Dr. Mattison mattress:

A Worthwhile Exclusive Benefit (WEB) was found by which the product could be sold, and which no competitive product possessed. In this case, the worthwhile, exclusive benefit is the weight-balance formula invented by Dr. Norman D. Mattison, an M.D. specializing in orthopedics who began his practice in 1907.

In 1930, Dr. Mattison developed a "dillerential stress formula" of body weight, from which he developed his weight-balance formula which he applied to mattresses.

The formula, which is secret (Please turn to page 64)



WSLS-TV 10 in ROANOKE, VA. ON DEC. 10 th THAT'S WHO!!



TIII RATZ AGENCY, 190

# SPONSOR-WEEK

Continued



Weary Willie kicks off Christmas toy collection

The world's saddest clown, Emmett Kelly (alias Weary Willie), is pre-season Santa Claus for the Police Athletic League's toy collection for underprivileged children. He presents John J. Foley (I), PAL exec. dir., with all toys used in Seven Arts' new ty series, "The Emmett Kelly Show"



Senator salutes station on tenth anniversary

The Great Danville Fair set aside one entire day as WSLS-TV Day to fete the Roanoke station on its 10th birthday. Senator Lyndon Wyatt presents gen. mgr. Horace Fitzpatrick with a cake



For traffic safety

Paul B. Marion (I), WBT, Charlotte, gen. mgr., accepts Traffic Safety Leadership Award trophy from Gov. Terry Sanford at award ceremonies



For public service

Robert W. Wilson (I), KXTV, Sacramento, gen. mgr. accepts Corinthian's annual programing award from pres. C. Wrede Petersmeyer

#### **Advertisers**

Perhaps the most intensive radio saturation program in butter advertising history is underway in New York for Hotel Bar Foods.

The blitz involves as many as 45 spots a day on WOR and WCBS, and will run well into January.

The agency is Pace.

PEOPLE ON THE MOVE: J. E. Drew, who recently retired as public relations director of Lever Bros. alter 14 years in that post, to head of his own public relations business . . . Walter J. Phillips to vice president—advertising and public relations of National Car Rental System . . . Charles R. Kelley to assistant to the director of advertising for Interstate Bakeries . . . M. E. Peck to vice president of Lehn & Fink Products Corp.

#### **Agencies**

A musical-chairs shifting of top echelon executives at Y&R shapes up as follows:

James P. Wilkerson, senior v.p. and managing director of the London office, returns to the U. S. in charge of client services; Francis E. Gearon, managing director in Frankfurt, also returns to New York as senior v.p. and head of International Operations.

Wilson H. Kierstead, senior v.p. and division manager in New York, replaces Wilkerson; Walter H. Smith becomes senior v.p., replacing Kierstead.

Kenneth B. Loftus, currently stationed in Frankfurt, replaces Gearon; Sumner J. Winebaum, formerly stationed in London, will head the new Milan office which opened in November.

A new agency, Lane & Huff, will open in San Diego 15 January, with annual billings in excess of \$700,000.

Principals are James B. Lane and Frank Huff, both former executives of the Barnes Chase agency.

The agency will be located in the new Home Tower Building with temporary offices at 1029 9th Avenue. Phone: 239-7681.

Initial accounts of the new shop:

Home Federal Savings & Loan Assn. and Rohr Aircraft.

Agency appointments: The Bastian-Blessing Co., Chicago, to William Hart Adler for its subsidiary, Meterflo Dispensers . . . "Woman's Day" magazine to Carl Ally, from Donahue & Coe, effective 31 December . . . The Bank of Sacramento, which opens in January, to Runyon & Associates. Media plans include radio and ty spot . . . Freeman Shoe Corp. (\$250,000) to Roche, Rickerd, Henri, Hurst, Chicago, from J. Walter Thompson . . . REA Express (\$500,000) to Erwin Wasey, Ruthrauff & Ryan from Benton & Bowles, effective I January . . . Thompson's Spa to The Allenger Advertising Agency. Brookline, Mass . . . Trans-Texas Airways to Glenn Advertising of Dallas . . . The Cunard Line (\$1 million to Ted Bates, effective 1 March, from Compton . . . O&C products of the Glidden Company's Durkee Famous Foods group to Meldrum & Fewsmith.

Divorcement: Fletcher Richards, Calkins & Holden has cancelled its contract with the Elizabeth Arden Sales Corp., to have taken effect 31 December, due to disagreement in advertising policy.

Merger: New agency in Boston is Stern/Frank Advertising, the result of the joining of Gabriel Stern Inc. and the Herbert W. Frank Advertising Agency. Combined billing of the merged operation, located at 296 Boylston Street, will be in excess of \$2.500,000.

International entente: Compton has signed an agreement with Dailchi Kikaku, Tokyo, to provide reciprocal service to clients of both agencies in Japan and the U.S. Dai-Ichi Kikaku is the fourth largest user of ty time in Japan.

Top brass: Edward D. Kahn and J. Desmond Slattery have been promoted to senior vice presidents of Pritchard, Wood.

New v.p.'s: John E. Baird to vice president of The Manchester Organizations, Washington and New



Nice work if you can get it WLS d.j. Dick Biondi launches Chicago's Xmas season by crowning Star Queen Barbara Bolling while 1961 queen Nancy Pearson looks on. Loop retailers sponsor a month-long celebration



Helping out public universities
Eldon Campbell (r), v.p. of the WFBM stations,
Indianapolis, confers with Purdu U. pres. Frederick Hovde on script. Hovde used donated to
time to outline financial needs of state schools



Internal Revenue Service honors Michigan broadcaster

Les Riederman (I), pres. of the Midwestern Broadcasting Co., accepts award from the IRS from Ray Nixon (c), Michigan dir. and Douglas Barns, regional commissioner for "above normal aid"



Search ends for listener who "fits" secret description
WABC, New York, community services dir. Rick Sklar (I) and Robert Chiang, mgr. of Chemical N. Y.
Trust branch, unlock description from vault. "Look-a like" fell heir to "international fortune"

York . . . Ray Freedman at Sander Rodkin Advertising Agency, Ltd., Chicago . . . Edward J. Maroney and Robert H. Cremin at McCann-Erickson, Chicago . . . John Currie, Jr., art director, and John Lucinatelli, media, at Pritchard, Wood.

PEOPLE ON THE MOVE: Mason Plank, formerly with Y&R and Mc-Cann-Erickson, to K&E, Boston, as an account supervisor . . . Lee Ross, former advertising manager of Savarin, John Troy, formerly of Clairol, and DeWitt Taylor, of Colgate-Palmolive, to Kastor Hilton Chesley Clifford & Atherton as account executives . . . W. Robert Wilson, Jr., to media analyst at Guild, Bascom & Bonfigli, San Francisco . . . Estes Jones to the public relations department of N. W. Ayer . . . H. Blake Chatfield to the publicity department of Y&R. Los Angeles, from NBC's publicity staff . . . Grover Allen to director of television production of Wade Advertising.

#### **Station Transactions**

Kaiser Broadcasting Division of Kaiser Industries has purchased KBAY (FM), San Francisco, subject to FCC approval.

Selling corporation is KGMJ. Inc. of Bellingham, Wash.

The station has been broadcasting since February 1960, from studios in the NBC Building at Taylor and O'Farrel Streets. Additions and modifications of equipment are contemplated and programing will be expanded in hours and scope.

KBlC-TV, Los Angeles, has been sold to a Nashville group.

Consideration for the station, still under construction, was \$300,-000.

New owners are Martha White Mills, Inc., flour producers, and H. C. Young, Jr., operating as Central Broadcasting Corp. of California.

The seller is the John Poole Broadcasting Co., licensee of KB1G, Los Angeles.

WVIP, Mount Kisco, N. Y., has been sold to a semi-weekly local newspaper, "The Patent Trader."

The station had been owned by

VIP Radio Inc. (Suburban Broad-casting Co.).

WMRC, Inc., has bought out the capital stock of Southeastern Broadcasting Co., operators of WMAZ (AM & TV), Macon.

WMRC Inc. owns and operates WFBC (AM-FM & TV) in Greenville, and WBIR (AM & TV), Knoxville.

Transaction is subject to FCC approval.

KBEA (AM) and KBEY (FM), Kansas City, have gotten an FCC green light for a continuous 24hour am license.

The grant allows for the first simultaneous broadcasting on both am and fin outlets for the full day.

The expansion should take place in mid-January, coinciding with the move to new studios now under construction at 5820 Outlook in Mission, Kan.

#### **Associations**

NAB has decided to skirt court proceedings and battle in another way the upcoming FCC hearings into tv programing in Omaha.

The association will register its opposition to this type of FCC probe by participating in the hearings.

The three stations involved are KETV, KMTV, and WOW-TV.

Ken DeVaney has resigned as managing director of the California Broadcasters Assn.

George Whitney, president (KFMB, San Diego) will fill the vacancy until DeVaney's successor is named by the board of directors in their next meeting set for February.

Three out of the seven Golden Mike Awards of the American Legion Auxiliary were presented in New York last week.

The honors, which represent the polled opinions of members in every state, went to: "Twentieth Century," Burton Benjamin, executive producer, for Best Americanism Series; the three networks for individual and pooled coverage of John Glenn's orbital flight, for Best Special Production; and to

General Electric (for the second year), for Most Informative Commercial,

Awards for Best Adventure Series, Best Family Comedy Series, Best Musical Series, and Junior Member's Favorite Program will be presented on the west coast at a future date.

New officers: Irwin Adams, KGON, Oregon City, will head the Oregon Assn. of Broadcasters for the coming year. Others elected: Robert Chopping, KAST, Astoria, vice president; Bob LaBonte, KERG, Eugene, secretary-treasurer... The Maine Assn. of Broadcasters elected Edward Guernsey, WLBZ, Bangor, as president; Stanley Lyons, WAGM (AM & TV), Presque Isle, vice president; Norman G. Gallant, WFAU, Augusta, secretary-treasurer.

Looking forward to: The Georgia Assn. of Broadcasters meeting 22-24 January in Athens. Steve Labunski, vice president and general manager of WMCA, New York, will be one of the featured speakers, along with FCC commissioner E. William Henry.

Awards expansion: Three new categories have been added to the third annual International Broadcasting Awards Competition. They are humorous, series, and public service commercials, in both tv and radio. Presentation dinner is 26 February at the Hollywood Palladium.

#### Tv Stations

Los Angeles area viewers will have something very new and different for their entertainment fare next year via KMEX-TV.

The tv departure is a 1962-63 season of bullfights from Mexico City each Sunday, videotaped from the Plaza Mexico, world's largest bullring. Tapes of each Sunday's corrida will be processed and flown to Los Angeles for KMEX-TV showing the following Sunday at 8 p.m.

Ideas at work:

• WJXT has been making the rounds with its film presentation

## -WASHINGTON WEEK

10 DECEMBER 1962 / Copyright 1902

What's happening in U.S. Government that affects sponsors agencies, stations

The analogy may be a little too broad but the FTC is lifting a leaf from the FCC: it too is going to the people for aid in carrying out its policing activities.

The FCC does it by holding local hearings and in the process giving local citizens a chance to blow off steam and vent gripes against stations.

The FTC's approach: naming a new consumer relations representative who will inform the public they can lodge their complaints through him.

Named to the new post was Gale P. Gotschall, who is and will continue to be assistant to the director of the FTC bureau of deceptive practices. This bureau is mainly concerned with allegedly false and misleading advertising. As Gotschall will also be in his "extra" job.

The FTC officially described the new position as liaison between the Commission and the President's Consumer Advisory Council as well as private consumer organizations. The two-way funnelling of information, facts about FTC activities to protect consumers and receipt by FTC of complaints about advertisers and others, is expected to be greatly enlarged and speeded.

There has been nothing really new and no perceptible toughening at the FTC under the new administration, and there have been some comments to the effect that there has actually been a slackening. This move could indicate that resulting criticism by some consumer groups has gotten under the bureaucratic skin.



The FTC, meanwhile, appears to be completely bogged down in its rating service proceedings.

For over six months there were rumors that the Commission was about to conclude consent decrees with these services, and now even the rumors have faded away.

The House Commerce Committee turned over its own highly inconclusive study of rating services, and the Commission was also asked to investigate by the Senate Commerce Committee. Despite passage of much time, FTC sources are not promising any fast action.

Commission appears to be overwhelmed with statistics and even more importantly with evidence that rating services do not misrepresent their methods of the accuracy of their results to clients. If clients sometimes slant the results a bit to reflect more nearly the wanted conclusions, it would be difficult to place too much blame with the services.

The consent decree route would involve agreement by the services either to stop doing something or to start doing something the FTC wanted them to do. If the services refused to agree to an FTC request, the only Commission alternative would be to issue an order, and that could go to the courts. A proveable and significant misrepresentation would be required for defense of an FTC order. And this could be the reason FTC action has been slow.



Chances are very strong that the FCC, which skipped a year in asking Congress for power of direct regulation over networks, will renew that request next year.

This could well be the immediate result of the 1962 renewal of network programing hearings.

A lengthy and recommendation-studded staff report on the program study is said to be circulating within the FCC. However, staff reports mean little until a majority of commissioners agree on the recommendations in them. Much of the first, and much larger, network study report (the Barrow Report) still waits Commission action—including a bid for network regulation.

# TSPONSOR HEARS 10 DECEMBER 1962 / Copyright 1962

A round-up of trade talk, trends and tips for admen

The new top management look at Young & Rubicam suggests a kitchen cabinet to George Gribbin of three men who are within the 40-50 age range.

It consists of Edward L. Bond, Jr., executive v.p., whose main account satrapy is Lipton; William Coulihan, v.p. in charge of media, research and merchandising; Edward Ney, assistant to the president, whose long service with the agency has included supervision on General Foods and Johnson & Johnson.

-

Esty has yet to find a buyer for half of Ballantine Beer's two-thirds tv-radio sponsorship of the New York Yankees games for the 1963 season.

The price being asked for this share is \$1,080,000. This includes the radio hookup. For New York City only the tag is \$886,000.

R. J. Reynolds sublets a third of the games and Atlantic Refining is also in the picture as sponsor of about a sixth of the radio hookup.

P.S.: JWT has still to rustle up a taker for a portion of the N. Y. Mets games, which are under contract to Rheingold.

-

What makes it especially tough for a tv network to substitute a new series in midseason even when it controls a pilot is the dispersed talent factor.

With so much work available in Hollywood, the leads in a pilot put a sharp limitation on the optioning of their services.

The effect: the leads' unavailability, or even recasting, which takes considerable time, forefends getting the series, as represented by the pilot, into production for two or three months. By that time the spring-summer season has rolled around.

This circumstance of tv's servitude to Hollywood rituals explains in large measure turning to quizzes and game shows for midseason replacements.



A top management executive for one of the network organizations is conspicuously known by his associates for one thing: he never writes an interoffice memo.

If a matter has to do with policy, he passes it on to an associate, or lieutenant, in person. He transmits thoughts and instructions, otherwise, by telephone.

However, he's a profuse letter writer on themes involving him personally.



The spinoff program series has become as indigenous of tv as the rerun.

Take the case of Beverly Hillbillies. Filmways has on the planning boards a sequel to be billed as Ozark Widow and CBS TV has the first option.

A Madison Avenue wag suggests a second spinoff: Son of the Ozark Widow.



Showmen who have lately departed from network posts voice this lament in essence: the verve and excitement has gone out of programing because of the committee operation.

As ratings become more and more the lone standard and the casualty rate keeps spiraling, the resort to a hedge or alibi in the area of decision becomes stronger and stronger.

One man's intuition of show values, born of extended experience, sensitivity to broad appeal and track record, is subordinated to the rule of the committee or the reference to a subcommittee report.

on the Jacksonville market called "Partners in Progress." The 20-minute color film describes the growth of industry and the expanding economy of the North Florida/South Georgia region.

• It was Major Mudd Day in Peabody, Mass. on I December, and the whole community turned out to greet WNAC-TV, Boston's newest personality in a mammoth parade through the city. Major Mudd is the host of the "Three Stoges" weekdays at 5 p.m.

Happy anniversary: Everyone from State officials to NBC notables are joining in the Birthday chorus for WSLS-TV, which is celebrating its 10th anniversary in Roanoke.

Sports note: WFIL (AM & TV), Philadelphia, have acquired the exclusive broadcasting rights for the 1962-63 schedule of 62 collegiate basketball games of the U. of Pennsylvania. Four games will be televised, and all be radio broadcast.

Olf the press: The ARB "TV Market Survey Guide for the 1962-63 Season." The Guide is a complete description of more than 230 markets where 667 ARB local market surveys are conducted.

PEOPLE ON THE MOVE: Clark E. Hefner to the "shopper-topper" merchandising department of WSTV, Wheeling . . . E. Mitchell Shulman to manager of public service and promotion for KETV, Omaha . . . Elizabeth Morris to promotion manager of KPTV. Portland, succeeding Albert Mc-Laughlin, now a sales executive for the station . . . Lou Frankel to director of publicity and John F. Wade to director of research for the WFIL tv and radio stations in Philadelphia . . . Gilbert H. Thompson to account executive with WFIL-TV, Philadelphia . . . P. T. "Pete" Richardson to KVOO-TV, Tulsa, as account executive . . . Richard Gassaway, manager of local sales for K1MA-TV, Yakima, Wash., to national sales manager of Cascade Broadcasting. He'll be replaced in local sales by Robert DiPietro . . . William Mulvey to the new position of assistant to the sales manager of WFIL-TV, Philadelphia . . . Robert C. Wisnewski to director of program operations at WIS-TV, Columbia . . . Philip J. Richtscheidt, vice president and general manager of WKST-TV, Youngstown, has resigned.

#### **Radio Stations**

Ralph Beaudin, president of WLS, Chicago, had some encouraging words on radio to say to the Peoria Advertising and Selling Club.

He answered critics of the medinm who say radio is just "background" with this: "for a medium which supposedly only presents background music, radio can and does sell merchandise by the ton to people who aren't listening."

Among the six guide lines Beaudin gave the Club members: believe in advertising; buy on facts; have a plan in mind before making a spot bny.

The seven Storer radio program managers have wound up their three-day meeting on programing and promotion.

The series, called "The Sound of Storer," was headed by radio programing vice president Grady Edney.

Ideas at work:

- As a result of a campaign currently underway on WFLA, Tampa, hundreds of thousands of trading stamps are coming in, in response to the station's Stamps for Santa promotion. The stamps are being given to the Salvation Army to obtain toys for needy children.
- WEBC, Duluth, made Newsweek 3 December because of a campaign it started to save Mr. Magoo the Mongoose. Magoo liad been donated to the city zoo and was delighting zoo-goers, when the state Wildlife Service cited a 1900 law banning mongooses from the country. Reason: they reproduce amazingly fast and have a unsatiable appetite for other small animals. WEBC heard that Magoo was to be "dispatched humanely" and spearheaded a "no noose for the mongoose" drive which swept the city. Result: Interior Secretary Stewart Udall gave Magoo at least a temporary reprieve.

Happy anniversary: Syracuse's oldest continuous radio program, "Meeting at the Crossroads" with Dr. Clavin M. Thompson, Jr. celebrated its 28th birthday on WSYR.

A click: Broadcasting media were used exclusively to bring a crowd to the Southgate Shopping Center of Augusta for a recent Christmas show. The entire promotion, which cost less than one newspaper ad, was handled by WFNL and the Bureau of Artists and Promotions of Augusta.

Sports note: WFIL, Philadelphia, has acquired the exclusive broadcast rights to the Second Annual Eastern Collegiate Athletic Conference Quaker City Basketball Tournament to be held at the University of Pennsylvania Palestra on 26, 28 and 29 December.

PEOPLE ON THE MOVE: LOI Gillette to news director of KV1, Seattle-Tacoma, succeeding Bill Golf who moves to operations manager . . . Jim Reece to KSXX, Salt Lake City, as an account executive . . . Curtis Blank to business manager at WINS, New York . . . David E. Kenney to general manager of WADS, Ansonia, replacing Sydney E. Byrnes who moved to president and general manager of WSOR, Windsor . . . Herman "Sonny" Fields to director of sales for WJRZ, Newark . . . Harry W. Reith, general manager of WKST, New Castle, has also been named general manager of sister tv station, WKST-TV, Youngstown . . . Cecil M. Sansbury to the directorate of WHP, Inc., Harrisburg. He was also elected to the post of executive vice president.

Kudos: WADO, New York, received six awards for outstanding programing to the New York Spanish market, presented by "Farandula," a Spanish entertainment magazine.

#### Fm

Two successful fm stereo operators made a plea to receiver makers on behalf of the more than 70% of the country's stereo broadcasters who are losing money.

Gary Gielow and James Gabbert, co-owners of KPEN (FM), San Francisco, made the presentation before the EIA's radio meeting at the 1962 Winter Conference.

Their key point: Manufacturers can lend a helping hand in the form of increased advertising and promotional guidance.

Commercials in stereo on stereo stations to advertise stereo products is the plan of General Electric's Southern California major appliance sales division.

The buy is for a series of minutes during the Christmas season on KRHM, KMLA and KCBH, via Fuller & Smith & Ross, Los Angeles.

Freudian slip: While relishing the slip of the wrist which resulted in the appealing call letters "WITY" (26 November, p. 64), the San Antonio station with the clever commercial department reminds us that "KITY is wity . . . but KITY is KITY."

PEOPLE ON THE MOVE: Francis Martin to sales manager and Clarence E. "Dusty" Rhodes to administrative assistant to the president of the Mid-State FM Network, East Lansing.

#### **Networks**

ABC TV is using the month of December as a period of conversion to its new trademark.

The new symbol comprises the letters a, b, c encompassed in a circle.

It will be in complete use by all network departments by 1 January.

New show: "Alumni Fun" which debuts on ABC TV 20 January (4:30-5 p.m.), sponsored by American Cyanamid (D-F-S). The question and answer show features two teams of prominent alumni matching wits for cash awards to their colleges.

PEOPLE ON THE MOVE: Donald E. Lowstuter to research director of Mutual Broadcasting System . . . Henry Grossman to director of national film and video recording services for ABC TV, and NTA.

Kudos: NBC Radio last week be-

came the first broadcast organization to receive a citation from the FBI.

#### Reps

H-R Television and H-R Representatives have opened their 12th sales office.

New branch is in Boston at 1400 Statler Office Building, headed by Santo Crupi.

Rep appointments: WFEA, Manchester, to Kettell-Carter for New England sales . . . KRLA, Los Angeles, to Avery-Knodel for national sales except New York, Los Angeles . . . WENE, Endicott, to George P. Hollingbery . . . WMAK, Nashville, to H-R . . . WAAP, Peoria, to Mid-West Times Sales for regional sales.

New member: Mort Bassett & Co. has been accepted for membership in Station Representatives Assn.

PEOPLE ON THE MOVE: Robert L. Stephens to the tv sales staff of Katz, San Francisco, from PGW... Audrey Heaney, who was assistant to the promotion director at H-R, to senior account executive with The Softness Group . . . Jerome McCauley to senior account executive in the New York office of H-R Television, from director of sports sales at ABC TV.

#### **Film**

Screen Gems reports the highest first quarter earnings in its 14-year listory.

Profits before taxes for the first three months of fiscal 1963 (1 July-29 September) were \$958,061 and after taxes were \$467,717, or 18 cents per share.

This compares to a net after taxes of \$341,735 or 13 cents per share for the first three months of fiscal 1962.

Four Star Distribution Corp. passed the \$1,250,000 mark in gross sales in less than four months of operation.

The mark was reached last week with sales of Four Star properties to five new markets.

Stations signing: WKST-TV, Youngstown; WTVN-TV, Columbus; KREX-TV, Grand Junction; WJAR, Providence; KTBS-TV, Shreveport.

Sales: Seven Arts has sold volumes four and five of "Films of the 50's" in 40 markets to date via the signing of WTMJ-TV, Milwaukee, and KRDO-TV, Colorado Springs . . . NBC Films scored the 50th sales of "Outlaws" with the sale to WTVC, Chattanooga . . . Sales for both the 22 Science Fiction Feature and "Bomba the Jungle Boy Features" were recorded in six markets over the Thanksgiving holiday week by Allied Artists Tv...Official Films has closed sales with WABC-TV, New York WGN-TV, Chicago, WCCO-TV, Minneapolis, WINR-TV, Binghamton, and WDBO-TV, Orlando, for its newly acquired "Songs for Christmas."

A living room smash: Seven Arts' tv feature, "Mr. Roberts" (Warner Bros.) walked away with tv feature film rating honors 21 November. Aired on WCBS-TV, New York's Late Show (11:15 p.m. -1:30 a.m.), the film pulled an overall audience of four million, an average quarter-hour Nielsen rating of 39.9 (80% share of audience) and a quarter hours rating of 43.1 at midnight. Show was fully sponsored by the F & M Schaefer Brewing Co. (BBDO)

PEOPLE ON THE MOVE: Harold

L. Danson to general sales man-

L. Danson to general sales manager, syndication, of ITC... Allen Wallace to vice president in charge of sales for Video Tape Unlimited, New York... Steve T. Marchetti to vice president—marketing, at the Marshall-Burns division of Technicolor, Inc... John H. Louis to eastern sales manager of Official Films, from midwestern spot sales manager of Ziv-UA.

#### **Public Service**

The end of the year is the time for taking stock of many things, including stations' public service dollar investment.

These two stations last week issued reports on their outlay in this area:

• WABC, New York, reporting on October, devoted time valued at \$134,062, up 9.8% over September. Time consisted of 47 pro-

grains totaling 25½ broadcast hours and 1635 spot announcements adding another 12 hours and 45 minutes for a total of more than 38 hours.

• WXYZ, Detroit, broadcast 8,-399 spots and 436 non-commercial sustaining programs during September and October, valued at \$123,733.

KBTV, Denver, has donated 100 half-hour films to KRMA-TV, the city's educational channel.

These 100 half-hours are from the library of the Television Affiliates Corp., the Trans-Lux-owned industry organization to which KBTV belongs. TAC distributes station-contributed documentaries among its members.

Public service in action:

• WXYZ-TV made a gift to the Detroit Educational Television Foundation of a valuable videotape of Robert Frost's recent recital at the University of Detroit. John F. Pival, president of WXYZ, presented the hour and a half tape to the Foundation.

- KHJ, Los Angeles, offered the facilities of its record library to KRNO, San Bernardino, when the latter lost its record collection recently in a lire. KRNO program director Paul Allen drove 50 miles to Los Angeles, loaded his station wagon with the donated records, and the station is now back on the air.
- WINS, New York, has launched a new 26-episode series called "Words in the News" which deals with words or constructions of special contexts that made news, decided issues, shaped policies, etc.

Kudos: KREX, Grand Junction, was selected as recipient of this year's School Bell Award issued by the Colorado Education Assn. in recognition for programing efforts in behalf of local schools...KXTV, Sacramento, is the winner of Corinthians's Annual Public Service Programing Award for the current year. The 30-minute special, "Death of a Gold Rush Town," marks the second consecutive winner produced by the station...WLOS-TV, Asheville-Greenville-Spartanburg,

for the second consecutive year, has been awarded the North Carolina Governor's Gold Cup for Leadership in Promoting Traffic Safety ... WBT, Charlotte, having won for two consecutive years the N. C. State Motor Club's award for traflic safety and leadership among N. C. radio stations, has been given permanent possession of the trophy . . . KWKW, Los Angeles, was honored by Mayor Samuel William Yorty for extraordinary and precise coverage of California election returns . . . KHJ-TV, Los Angeles, received an award from the Hollywood Chamber of Commerce for its telecast of the Hollywood Bowl symphony . . . WCAU, Philadelphia, won the National Safety Council's 1961-62 public interest award for service to farm safety.

PEOPLE ON THE MOVE: James Grant, public affairs director of WTCN, Minneapolis, to the WFBM, Indianapolis, stations, effective I January. He'll handle a special "Town Hall Meeting" project designed to bring eminent speakers to the city.

#### Newsmakers in tv/radio advertising



Morgan J. Cramer, the new chief executive officer of P. Lorillard, has come up through the company ranks. He's been with the broadcast-oriented tobacco firm for 31 years, holding key management posts and serving on the board of directors since 1958. Cramer is succeeding Lewis Gruber, who will continue as chairman of the board.



Edgar R. Smith has been named local sales manager for the new tw station in Rochester, WOKR. His previous background: market researcher for Bausch and Lomb Optical; sales representative for WHAM, Rochester, for six years; and for the past two years, executive with a local advertising agency. The new station is an ABC TV affiliate.

Fred D. Pestorius takes over as manager of WHEC, Rochester, on I January. Pestorius joined the station as director of local radio sales in 1953, and was appointed radio sales manager in January 1958. He is immediate past president and chairman of the board of the Grocery Manufacturers Representatives of Rochester.



Ralph Beaudin, president of WLS, Chicago, was named Radio Man of the Year at the American College of Radio Arts, Crafts and Sciences' second annual Chicago awards banquer. Under Beaudin's stewardship since 1960, the modern radio format has rocketed WLS from a low-rated, farm-oriented operation to top place.



# DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

MARCH 1962

NETWORK OPTION TIME AND LOCAL TIME	STATION AVERAGE I	HOMES REACHED
DAY-PARTS	WJBF (NBC-ABC)	Station "A"
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	37,400	10,800
MONDAY THRU SUNDAY  5:00 PM to 7:30 PM  7:30 PM to 11:00 PM  11:00 PM to Midnight	36,100 39,200 5,500	11,100 20,800 5,400

BROAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon 12:00 Noon to 6:00 PM	16,800 22,300	5,400 7,900
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon 12:00 Noon to 6:00 PM	15,100 20,500	5,600 8,200
MONDAY THRU SUNDAY  6:00 PM to 10:00 PM  10:00 PM to Midnight	43,400 13,600	18,700 12,100
6:00 PM TO MIDNIGHT	33,500	16,500
9:00 AM TO MIDNIGHT	25,400	10,900

AMERICAN RESEARCH BUREAU



#### SLEEPMASTER ON RADIO

(Continued from page 55)

and held in trust in a bank vault, compensates for the three weight regions through a blending of three types of coils in the innerspring unit: light springs for the leg region; heavy springs for the middle region, and medium springs for shoulder and head. Manufacturing rights were acquired by Sleepmaster in 1953.

Thus, Getschal built the Sleepmaster commercials around the WEB, or weight-balance formula.

While the radio campaign was being activated, the merchandising program got underway under the direction of I. E. Gennet, vice president and director of sales (and brother of the president), and Abe Cenit, director of marketing. Both also participated in numerous meetings with leading dealers.

Both A. R. Gennet and Getschal realized the vital importance of getting dealers involved in the campaign. "You need dealers on your side," Gennet said. "Otherwise you can lose a sale with a customer three feet from your mattress."

Jet trip for 140. To get the dealership interested, a 12-day jet trip to Paris, Rome and Israel—to be awarded in February—was offered the top 140 dealer buyers. Dealers also were flooded with direct mail, streamers, cards, and posters.

Beginning in January, however, Getschal disclosed, a limit will be placed on the number of dealers, in order to assure best sales efforts. Best performers among the dealers will retain their dealerships, while the least productive will be dropped.

Next year, the Sleepmaster ad budget "will rise substantially," Gennet said, as a result of this year's success. He also predicted there will be more activity next year on behalf of over-sized mattresses.

Gennet, who is New York-New Jersey chairman of the industry's Supersize Bedding Program, referred to the new 60" mattress which is 6" wider than a conventional mattress and 33" wider than a child's mattress.

# SPONSOR BACKSTAGE

Continued

I hope that, even as the debate on the issue increases in intensity, we will be able to develop the same sense of himor about it which the British seem to have developed. British cartoonists, for example, have latched on to the tobacco issue to create some of the most hilarious picture-caption jokes of our time. The New York Times Magazine ran a collection of these some weeks back. There was the one from Punch, showing an announcer on a home to screen, holding up a pack of cigarettes and saying, "Figures prove that fewer people are giving up smoking Park Royale than any other brand."

And the one from the *Spectator* showing three plainly British advertising agency men poring over a table full of ads, and one of them announcing: "So that's agreed then, we'll drop the sex angle and play up the death wish."

And the other one from *Punch*, wherein a mustachioed automobile salesman is pointing with pride to the shining new car and explaining to a prospective purchaser: "And of course the latest safety devices such as seat belts and no cigarette lighter."

I realize there's nothing very funny from the broadcaster view-point about the possibility of losing \$130 million worth of business. Nor from the viewpoint of the people working for the tobacco firms or any of the businesses which depend on them, but the health hazards are at the least debatable, and the answer, when economic as well as sociological factors are considered, is not an easy one.

#### Capital punishment issue aired

Talking about television's travail, the only thing that surprises me is that there isn't more. Notwithstanding the continual criticism of the medium's program people for failing to handle difficult and controversial issues, I personally find more shows slamming in where the holiest of angels wouldn't be found dead. Tuesday night, for example, I tuned in *Chet Huntley Reporting* on NBC TV, 10:30 to 11. Chet was dealing with the subject of capital punishment. His guests were Clinton Duffy, the long time warden of San Quentin prison, who was in charge of the gas chamber executions of 88 men and two women, and the chaplain of the same penal institution, Byron Eshelman. Not only did both men speak forcefully against the whole idea of capital punishment; not only did they take the position that there was no real evidence that it served as a deterrent to homicide or any other kind of crime, but both took a violent position of a most shocking nature.

They said flatly that no person of wealth ever had to fear capital punishment under any circumstances, that only the poor and the underprivileged ever paid the supreme penalty. Both Duffy and Eshelman said this bluntly, repeatedly. At one point Eshelman's exact words were:

"I don't know of a single case where a person of wealth or status has been executed. . . . We use Negroes like the Nazis used Jews in this business of execution . . . the only people who ever die in the gas chamber are of minority groups, fixated infants . . . they are the scapegoats."

Yes, that was on the NBC air Tuesday night, 27 November.

But then again on Wednesday you could have caught the Beverly Hillbillies, where Louis Nye says to the lass from the backwoods: "Do you like Kipling?"

And she replies, "I don't know, I've never kippled."

#### **EUREKA!**

Nearly 80% of the local television dollar in this major 3-station market is invested on KRNT-TV, a one-rate station, FCC figures confirm this for over seven years.

Des Moines' largest buyer of local television time spends more than 90% of his advertising budget on KRNT-TV. Has for years, too.

Satisfied local sponsors are our best salesmen. They spend the "critical dollar" that must come back many fold in profit from added sales.

Think 'tis the till that tells the tale. We sell results, People believe what we say, We'll sell for you, See Katz.

#### KRNT-TV

Des Moines Television
An Operation of Cowles Magazines
and Broadcasting, Inc.



## TSELLER'S VIEWPOINT

By Dan Ingram
Air Personality
WABC, New York

#### How to choose the right air personality

Sitting behind the microphone, I've made a number of observations over the years as to what is and what isn't good selling. Properly used, radio is the most efficient, effective means of advertising. But many advertisers buy it in a perfunctory, routine way that cannot possibly produce the best results.

Ratings. I would buy radio based on two prime considerations. First, ratings. So much has been said against buying by the "numbers" that it's become an advertising status symbol to say that you don't. It's almost like telling the phone interviewer that you're listening to the classical music station. So let's cut out all this nonsense about ratings. You buy mass media for only one reason—to reach as many people as possible.

Personalities. My second prime consideration would be the "personalities" who would sell my product. "Personality radio," as opposed to strict "formula radio," is the advertiser's most effective tool. In fact, the trend for the last few years has been away from "formula radio" and almost all major outlets

today, in varying degrees, utilize the "personality." The good personality has established a rapport with his audience. As an advertiser, I would take maximum advantage of it. Unless there were special copy points which could only be made effectively on an e.t., I feel the live commercial or e.t. with live would serve me best.

To get the best radio sales personalities for your message, it is essential that you listen. Listening to them on-air is, of course, the best way to judge. But if I couldn't listen to them on-air, I would request demo tapes. The nature of buying in agencies today does not afford time for this. This is a serious error. It would not take that much more time for agency personnel, between campaigns, to listen to tapes.

What makes a good radio sales personality? Since personality, as such, is such an intanglible, intuition must play an important part in your selection. But there are some general and even specific guideposts. The good radio sales personality does not sound like a

"personality" or celebrity. Generally, he sounds like the well-spoken, intelligent, nice neighbor down the street. The listener likes him because the "personality" creates an image of the way he sees himself. Above all, the good radio sales personality creates the feeling that he is genuinely concerned about the listener's welfare.

The good sales personality has the ability to relate the product to the audience at the moment he is selling. Whenever possible, the effective radio salesman uses immediacy to create interest in the commercial—whether it be references to the weather outside, or the housewife's lunch preparations.

Another thing to look for in the radio personality—his ability to make the commercial fun for the listeners. Humor can improve the memorability of the commercial and make the listener more receptive. But a word of warning: if the personality lacks a sense of balance, if he uses the commercial as straight lines for gags, he can hurt its believability.

The advantage of the "ad lib" live commercial is that it allows the air salesman to interpret the copy points in terms of his own personality and in so doing afford the advertiser a personalized endorsement. But many advertisers who would not think of placing a salesman on the road without completely familiarizing him with the product and market sends a fact sheet which is poorly prepared. Sometimes it's overdone, other times confusing or does not include vital data. An advertiser should include:

- 1. A letter clearly defining the product's market and its advertising objectives.
- 2. A simple, concise fact sheet listing the copypoints. Just the facts, nothing more.
- 3. Two or three different types of sample commercials. The commercials will help him absorb the message and arrange a composite. The fact sheet will give him additional information for ad libbing.
- 4. The advertiser's do's and don'ts on separate pages. Sometimes they are included in the copy points, and confuse the message.
- 5. A product sample for his personal use whenever possible.



Now an air personality on WABC, New York, Dan Ingram started his career as a deejay on the Hofstra College station during his tenure there as a drama major. After several station posts in New York, he joined WHNC (AM & FM), New Haven. Later he became production director and morning man at KBOX, Dallas, and then program director at WIL, St. Louis.

## SPOT-SCOPE

Significant news, trends, buys in national spot tv and radio

Schlitz (Burnett) has had a few spot to feelers out and may be asking this week for avails.

This is usually a big tv buy, and an important one for Schlitz because it goes into all major markets—or at least into those vital to Schlitz distribution, which is practically everywhere.

Last year the buy occurred during the last week of December, for late January starts. At the time, the campaign was hailed as a very savvy move on Schlitz's part because choice avails were plentiful.

It looks as if Burnett knows when to repeat a good thing, because the timing will be much the same for 1963. There will, however, be some changes in individual station emphasis this go-round, due to the fact Schlitz has revised its marketing structure to conform to tv coverage areas, rather than the previous set up—wholesaler distribution areas (or sales districts). This modus operandi was conceived several years ago at Anheuser-Busch by a bright young man named Fred Haviland. And where is Haviland now? You guessed it. For the past year and a half at Schlitz, as marketing director.



Also active on the midwest spot to buying scene is another Burnett account—Allstate.

Some action is anticipated on the insurance firm for December.

Reps are also waiting on Toni, for which schedules should be forthcoming via its three Chicago agencies—North, Clinton E. Frank and Walsh.

For details of other spot action last week see items below.

#### SPOT TV BUYS

Bristol-Myers last week began a month-long push for its children's Bufferin. The action involves the top 150 markets. Schedules call for day and night I.D.s. Young & Rubicam is the agency. Buyer: Lorraine Ruggiero.

Standard Brands, as reported here last week, is lining up nighttime fringe minutes plus a few prime time 20s for a 14-week push for its Blue Bonnet Margarine. Starting date for the action, which will be carried in the top 100 markets, is 14 January. Bill Abrams is doing the buying out of Ted Bates.

Jergens Lotion is buying daytime minutes only for a 12-week campaign to start 7 January. Elenore Accles is the buyer out of Cunningham & Walsh.

Scott Paper is getting ready to break out a campaign for its facial tissues in the Southwest market region. Day and nighttime minutes are being sought. Starting date for the campaign, slated to run 13 weeks, is 1 January. Ted Bates is the agency. Peter Hall, the buyer. Scott is also going after a female audience in a number of selected midwest markets to push its Scotties beginning 1 January. Schedules call for day and night min-

# ONE BUY... CITY-GRADE COVERAGE OF TWO MARKETS

WALA-TV is the anly Mabile station that also delivers city-grade caverage in Pensacala . . .

PLUS caverage af the rich Mississippi Gulf Caast; the industries and military installations of West Florida and dazens of inland cities and towns.

The WALA-TV Market—
Over A MILLION PEOPLE with
nearly \$2 BILLION to spend!

Contact: Select Stations, Inc. or Clarke Brown Co.



TALLEST TOWER ON THE GULF COAST

WALA-TV 10



MOBILE - PENSACOLA

JACKSON, MISSISSIPPI

OVER 350,000 TV HOMES OVER 1¾
BILLION
DOLLAR
CONSUMER
INCOME

JACKSON, MISSISSIPPI

1615 Ft.

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# SPOT-SCOPE Continued

utes plus some 20s. Duration of the campaign, also out of Bates, is 15 weeks. John Catanese is the buyer.

Colgate is going back into tv for its second flight beginning 1 January for its new room deodorant product, Away. Schedules call for day and night fringe minutes and the action will be carried by the same 12 markets in volved in the original buy. Duration of this campaign is slated for 13 weeks. The agency: Street and Finney, New York. Sandy Floyd is the buyer.

Procter & Gamble launched a campaign last week for its White Cloud. Minutes are running around news shows in selected markets. The buy was out of Dancer-Fitzgerald-Sample and the contact is Terry Costello.

Post Cereal has a call out for a campaign on behalf of its Crispy Critters. Schedules being sought are night and day minutes with a kid's audience. Benton & Bowles is the agency, Jerry Walters, the buyer.

Lever Brothers launches new schedules on the first of the year for Vim. Night and day minutes to reach a women's audience will run for 52 weeks. The Vim agency is Ogilvy, Benson & Mather. Art Topal is the buyer.

Gerber Products will push its baby foods for eight weeks and is looking over avails to reach a women's audience. Schedules would kick off 21 January in several selected markets. Agency is D'Arcy and Bob O'Connell is doing the contact work.

R. T. French, in addition to schedules for its potatoes out of K&E, is lining up minutes and 20s for a long-term campaign for its Copper Kitchen Sauce. Schedules would run from 1 January through 22 April. Don Miller is the buyer at J. Walter Thompson.

Clearasil wants to place some spots in dance or party-time shows to start in mid-January. Agency: Morse International. Buyer: Mary Ellen Clarke.

Pharmaco is scouting markets for Sunday morning half-hour tv gospel time shows. The campaign would start the first week in January and run for a full 39 weeks. The agency is N. W. Ayer and Ed Hardison is doing the buying.

Whitehall Laboratories division of American Home Products started in several markets with 52-week schedules for Anacin. Nighttime minutes are being used during the week and daytime minutes during the weekend. Agency: Ted Bates. Buyer: Steve Silver.

#### SPOT RADIO BUYS

Continental Brands is going into several top markets with a saturation radio campaign on behalf of its new Six Month Brand Clean and Clear Floor Wax. Schedules of 400 minute spots will run throughout the broadcast day in Houston, Dallas, San Antonio, Los Angeles and San Francisco.

International Nickel has renewed its radio flights in all 34 markets for the year 1963. Schedules will remain as before: participation in morning newscasts. The agency: McCann-Marschalk. Frank Finn is the buyer.

### If you lived in San Francisco...



... you'd be sold on KRON-TV

# IMPORTANT ANSWERS FROM WASHINGTON, D.C. TRENDEX SURVEY

Q.

Which station are you listening to/have listened to?

WWDC...21.4%
Station A 17.2%
Station B 16.9%
Station C 16.3%
Station D 14.0%
Station E 9.7%

Q.

Which station comes closest to playing the kind of music you like?

A.

WWDC...18.4%
Station F 12.6%
Station C 12.5%
Station D 9.5%
Station B 8.4%
Station A 7.6%

Q.

Which station do you FIRST tune to for the news?

A.

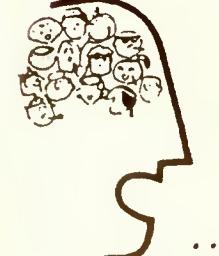
WWDC...20.7%
Station B 17.7%
Station A 17.4%
Station D 12.2%
Station C 9.3%

Station E 5.0%

Based on completed interviews in 2,598 homes, September 9 to 20, 1962.

Additional demographic material from this Trendex survey available.

Contact WWDC, 1627 K St. N.W., Washington 6, D.C. or your John Blair man.



WWW. CRADIO

WASHINGTON, D.C.

... the station that keeps people in mind

representer

nally by John Blair & Co.

